

Elevator Pitch with Notes ***Born to Storms***

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November 11, 2020
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What is an Elevator Pitch?

An Elevator Pitch is a very specific piece of literature:

Imagine you are waiting for an elevator at work. The door opens and there stands your boss with just enough room in front for you to step on. The door closes and he asks, "Got any good ideas for me?" You then have exactly two minutes to sell your great idea, no pictures no graphs, only words. Your career depends on how well you sell your idea!

An Elevator Pitch is limited to two minutes. This makes it far longer than a slogan, a Tweet, or a banner but it is much shorter than a formal presentation. Above all, the elevator pitch must sell the idea.

What follows is a draft elevator pitch and a series of short statements of the critical ideas from the novel *Born to Storms*. These bits and pieces can be strung together to by anyone trying to sell the ideas in this book. Which of these pieces you should choose will depend on whom you are talking too.

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### ***Born to Storms* Elevator Pitch**

(2 minutes)

*Born to Storms* is a new novel for young people facing our climate crisis. It is considered young adult as it does not contain sex, foul language, or gratuitous violence. It is a science fiction story in that it is set in the near future and one of the major characters is an Artificial Intelligence.

The story can be summarized in one sentence:

Set in the 2020s, a young woman, Sarah, supported by an Artificial Intelligence, JanetA, driven from her home by storms and rising seas, embarks on a life-affirming struggle to find and support many people in action on our climate crisis.

Given our present climate crisis, our young people face historic challenges. They need literature that provides them with encouragement to take on these problems with bravery and determination.

This novel is just such a story and is a Hero's Journey. A young person (Sarah) is forced from her easy life (on the beach) against her will (by the storm). She then sets out on a long journey with her crew (JanetA). After many adventures through which they meet many people and survive many tests, they return home (to human society) to find that they are older and wiser. They have then become full-fledged members of the society for our sustainable Earth.

The AI in this story is very near to what could be built today. Therefore, the magic that brings this story alive comes from the words of Arthur C. Clarke:

“Any sufficiently advanced technology is indistinguishable from magic.”

The magic in the story is the magic of technology almost in the hands of our young people.

What it is not is a dystopia where the societies of Earth or simply overwhelmed by our climate crisis. It also does not feature comic book characters. No defeat of such a comic book villain would solve our climate crisis. It is very unfair to burden our young people with such useless tells.

This type of story is ideal to be turned into a TV series or film series.

Enjoy,  
Tom Riley and JanetA

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Notes:

The following text pieces were used to build this quick summary of the novel:

Formal Elements:

The following formal pieces usually are included somewhere:

- **Subtitle** -- A novel for young people caught in our climate crisis.
- **Logline** -- *Born to Storms*:

Set in the 2020s, a young woman, Sarah, supported by an Artificial Intelligence, JanetA, driven from her home by storms and rising seas, embarks on a life-affirming struggle to find and support many people in action on our climate crisis.
- **Project Web Page** -- A detailed technical discussion of this work is available on the Web as: <https://bigmoondig.com/Stories/BMDStoriesBtS.html>
- **Author Contact** – TomRiley@bigmoondig.com

- **Amazon search** – Go to “Amazon.com”; choose category “Books”; search “Born to Storms Riley”. There is a Freebie for the e-book until January 12, 2021.

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## Stories:

The following topic are about using stories:

- What our young people need -- Given our present climate crisis, our young people face historic challenges. They need literature that provides them with encouragement to take on these problems with bravery and determination.
- No Dystopias -- Literature about disturbing dystopias will not do. Literature with cardboard-cutout comic book heroes will not do. Literature that describes resorting to violence to address social problems will not do.
- No cartoon characters -- What is needed are stories about believable characters in realistic situations. Sometimes they win and sometimes they lose, but they always put up the good fight.
- Joseph Campbell and the Hero’s Journey -- Joseph Campbell showed us that stories are at the basis of all societies. The most basic of these stories is the hero’s journey. A young person goes on a great journey and must persevere through many dangerous adventures before returning home much the wiser for the experience. Now we must write these stories anew for a sustainable Earth.
- Shtick source -- All stories for young adults must have some magic these days, but classical magic is completely unrealistic and only supports unworkable solutions in any real world. Therefore, the magic in this story comes from the words of Arthur C. Clarke:

“Any sufficiently advanced technology is indistinguishable from magic.”

- Young Adult – This novel contains no gratuitous sex, foul language, or violence.
- Great adventure -- Please join us now on this new road — adventure awaits --.
- Movie and TV – This novel is specifically written so that it can be converted to a TV series or Movie. The formats reach young people much better.
- Hero’ Journey -- The Hero’s Journey is a myth found in nearly all societies (Campbell, 1988, 2008; 1991). A young person (Sarah) is forced from her easy life (the beach) against her will (the storm). She then sets out on a long journey with her crew (JanetA). After many adventures through which they meet many people and survive many tests, they return home (human society) to find that they are older and wiser. They have then become full-fledged members of the society for a sustainable Earth.
- Chapters in the novel -- The adventure starts with a great storm that disrupts their tranquil life and forces them to start out on their journey.
  - In the power plant adventure, they explore the limitations of nonviolence. They look at several defensive measures and how a measure intended for defense can inadvertently turn into an offensive element.
  - In the first summer sea adventure, they look at fertilizing the oceans with minerals to sequester carbon. Would such an effort help or hurt our oceans?

Would it actually sequester carbon? They look at the level of scientific monitoring that it would take even to know if such an effort was to the good or to the bad.

- In our no-till adventure, they look at what it will take to keep a small farm in business and still be a net carbon sink. This effort includes growing crops without ever plowing a field, and raising animals much closer to the wild experience of their ancestors.
- One of their adventures is set completely in the Internet. They spend hours in a great game that teaches them how ecological systems work and what can be done when they are damaged. The game is a study in the Serengeti Rules.
- They have an extended summer adventure fighting wild fires. Wild fires are yet another way that disrupted weather patterns can lead to destruction of infrastructure and the loss of human life.
- Another member of their family travels to Bangladesh to help there. The problems of a developing country hard hit by sea level rise are understood through the story.

All in all, like all good hero's journeys, *Born to Storms* is one challenging adventure after another.

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## Technical:

The following topics are technical in nature:

- Master/Slave – This is a technical term for the arrangement of interconnected equipment where one instrument controls a number of other instruments. It was originally developed around 1900 for the clocks of railroads. The term is often now taken as offensive to all populations worldwide that have been enslaved.
- Human/AI Symbiont – An alternative arrangement for a human and AI pair in which both support the other. The pair is then stronger than the sum of the two parts. This is the most controversial idea in the novel.
- No humanoid body – A human like robot body, as used in many movies, would have a very large carbon footprint and so is not suitable for a novel about our climate crisis.
- Many screens – A young person may use many screens. The AI can jump between many of them as needed. This feature should be popular with young people.
- Required innovations – For the Human/AI Symbiont relationship to work would require:
  - Better batteries, at least four times better
  - Near Universal 5G
  - AI chip sets
  - AI software development

All of these advances are expected very soon. Our young people need to get to work.

- Three Laws of Robotics – The story is consistent with Asimov’s Three Laws of Robotics but is not based on them. There is no way at present to program these rules reliably.
  1. A robot may not injure a human being, or, through inaction, allow a human being to come to harm.
  2. A robot must obey the orders given it by human beings except where such orders would conflict with the First Law.
  3. A robot must protect its own existence as long as such protection does not conflict with the First or Second Law.

**Our Climate Crisis:**

- What sea level rise is predicted in this novel -- Based on NASA numbers:

| Year                              | mm   | in    | Relative location on your body            |
|-----------------------------------|------|-------|-------------------------------------------|
| (On a person 6.0 feet or 1.829 m) |      |       |                                           |
| 1800                              | 0    | 0     | Bottom of feet                            |
| 2018                              | 161  | 6.35  | Ankles ( <i>data</i> )                    |
| 2022-29                           | 196  | 7.73  | Starting up calf ( <i>time of story</i> ) |
| 2050                              | 385  | 15.17 | Below the knee                            |
| 2100                              | 1532 | 60.31 | Tip of your chinny-chin-chin              |

- Seeding the Oceans -- One way to sequester large amounts of carbon is to seed the oceans with minerals, primarily iron. Small multicellular plants and animals, principally coccolithophores, take carbon from the seas and form shells of Calcium Carbonate (CaCO3). Under just the right conditions, these shells settle to the bottom and build up layers of limestone. Great Britain’s White Cliffs of Dover are an example of this type of geologic structure.

The minerals available to the organisms in mid-ocean are severely limited. Therefore, even small amounts of additional minerals can greatly increase their growth.

Additional minerals are not needed near the coasts. Over very deep oceans, the shells settling to the bottom go back into solution due to the high pressure. Only very specific areas of the ocean are therefore useful for carbon sequestration.

Limited tests have been run on this concept. The results have not been definitive but clearly indicate that this is a complicated ecology and will require detailed monitoring to achieve the desired effect.

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## Characters:

- What is the age of the Main Characters --The beach party mentioned the year before this novel starts was Sarah's 15<sup>th</sup> birthday party. The novel then ends at her graduation from high school. JanetA has been given the same birthday as Sarah, somewhat arbitrarily. The story time line is then:
  - 15 th year starts in fall with a beach birthday party before novel starts and is post pandemic.
  - 15 th summer, storm and move, the start of our story
  - 16 th year starts in fall with a dialogue on bus north, but no party
  - 16 th year summer is the Iron Seas big adventure
  - 17 th year starts in fall with a birthday dinner, the barbeque, but no party
  - 17 th summer includes the fighting fires big adventure
  - 18 th year starts in fall with a birthday dinner but no party, as they are waiting for Mar to return.
  - 18 th year early summer: they graduate from high school
  
- Who is Marta Dusseldorp (the inspiration for JanetA)? -- Marta Dusseldorp is an Australian actress best known in the USA for "A Place to Call Home", "Janet King", and "Jack Irish". (She has a detailed entry on Wikipedia.)
  
- Corporate person – JanetA makes herself a corporate person which gives her these powers:
  - A Corporate Person may today:
    1. Hire and fire people
    2. Enter into contracts
    3. Sue and be sued in court
    4. Maintain financial accounts
    5. Borrow money
    6. Issue stocks and bonds
    7. Pay taxes
    8. Have a board of directors
    9. Go bankrupt
    10. Support political campaigns
    11. Have religious beliefs
  
  - A Corporate Person does have some limitations; they may **not**:
    1. Vote
    2. Serve on a jury

3. Take the Fifth Amendment against self-incrimination
4. Marry

- Turing Test – JanetA would not pass the Turing Test without Sarah’s aid. She would be easily tripped up and often is.
- Dr. Algebra -- This major AI in the story built specifically for use in Muslim countries is called al-KhwārizmīO6. Al-Khwārizmī was a scholar of the Middle Ages in North Africa. He was responsible for much of the mathematics from classical Greece being rediscovered in Europe.
- The David Attenborough Today – The David Attenborough is a real research vessel built in the United Kingdom and now in service.
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