



A Decade of Impact. **A Season of Re-mem-bering**

What 263 funded ventures say in their own words, what the community remembered when it was asked, and an invitation to put the future at the centre.

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ACTIVATOR SINCE 2016

263

VENTURES READ IN
THEIR OWN WORDS

17

CONVICTIONS HELD IN COMMON

10

COUNTRIES AND REGIONS
THE GATHERINGS REACHED

IN FOUR PARTS

- I **Before** — where the season started
- II **The ventures** — a decade of funded ventures, read against their public language
- III **The re-memberings** — what people remembered, what they will not carry forward, their asks
- IV **Fun(d) the future** — the fracture, the model, and what comes next

THE LANGUAGE OF 263 VENTURES, IN THEIR OWN WORDS



WHERE IT STARTED

A dozen years ago, SheEO emerged from a commitment to flowing funding in new ways to those, often at the margins, who were building new models for a different future. We funded one another's ventures on radically generous terms and became thousands of humans running tiny, beautiful experiments in doing business differently, all around the world.

This past summer, as a decade of that work came of age, we paused to re-member it together: reading what 263 funded ventures say about their work in their own words, and gathering in kitchens, gardens, and communities across ten regions to ask what we have learned that should be carried forward. This is what a season of Re-membering taught us.

Through the middle of 2026 the same questions kept surfacing in enough places at once that a season was convened around them.

They surfaced in pod conversations — the community's small, self-organized circles — and one-to-one calls, in a story about a fishing family whose son turned eighteen and became a fisherman, in a team retreat question written by hand at a tea party, on moon calls, and in a decade of old strategy documents reread. Different rooms, and a striking overlap in what people were reaching for.

What emerged was not a report but a practice, and an experiment named as one. Anyone could host. Gatherings were held at kitchen tables and in gardens, on walks, in Pods, online and on the land — in Toronto, Ottawa, Halifax, Yellowknife, Colorado, Seattle, New Hampshire, Singapore, New South Wales and Queensland — each carrying a different flavour and a different reading of the same decade.

Alongside them ran a parallel piece of archival work: reading the public websites of every venture funded across the decade, to see how they already describe the new models they are building, and where their language echoes across a field in formation.

There's a river of birds in migration
A nation of women with wings.

LIBANA

Across a decade, **263 ventures** were funded as bold experiments in **building new models**. Looking at **what they say about themselves**, in their own public language, **begins to tell a story** and a pattern emerges.

The ventures were not clustered around a sector. These ventures make paint and chocolate, run an airline, teach coding, litigate, farm, process plastic waste, cut seniors' hair, empower mobility, and more. What they share is a disposition toward the systems they work in and alongside. They broke the mold because they had to.

Three commitments dominate their stories. For one in three ventures, **refusing the extractive default** is explicitly declared by commitments to transform a system rather than beat a competitor — airtight plastic, industrial agriculture, the legal profession, how care is delivered in communities. For more than one in four, the people a system overlooks are treated as **whole, not broken**, and the barrier is located in the design. And for one in four, the origin is rooted in the **lived experience** of the founder(s).

Beyond those three, five other positions recur with enough consistency to name.

- **Sovereignty and continuity** — ownership, place, and generational time claimed, proudly, as the source of a business' flourishing
- **Care as a relationship** — the relationship offered rather than the transaction
- **Closing the loop** — circularity treated as intelligent design not compliance
- **Giving before the return** — generosity written into the model, because it works
- **Joy as strategy** — declared outright, in public business copy

Those eight dispositions towards building new models are what the pages that follow set out, one cluster at a time, in the ventures' own words.

A flock is forming across the field

Different ventures, different countries, across trades and traditions. Ventures across the world are speaking new models into being. Here are just a few...

"We began treating warmth as something to consume instead of something to care for."

Aurora Heat

Beaver-fur warmers, Northwest Territories

"Expert-led, forward-looking, and accessible to every business owner, not just those with a boardroom budget. ... The accounting industry had every chance to build that. Instead, it put the old model online."

Beany

Cloud accounting, Aotearoa New Zealand

"You're not the problem. The system wasn't built for people without lawyers."

Courtroom5

Civil litigation tools for self-represented people, US

"I'm going to rebuild our kāinga so we can reoccupy our whenua, and together we're going to change the built environment for the better so that our identity as tangata whenua is evident in our city."

Matakohe Architecture and Urbanism

Architecture and urban design, Aotearoa New Zealand

"too often, the circumstances we're born into still dictate our access to opportunity. We don't think that's right."

Generation Medics

Widening access to healthcare careers, United Kingdom

"Instead of mass production, let's empower production by the masses!"

Farm from a Box

Off-grid farming infrastructure, United States



These ventures name what they are working against, and it is a system rather than a competitor.

Refusing the extractive default

AGAINST-EXTRACTIVE-DEFAULT 88

"We enthusiastically rebel against airtight plastic to radically transform your understanding of fresh food, ending food waste forever."

ABEEGO

"Our legal system was designed by lawyers for lawyers."

COURTROOM5

"You'll be helping to heal a broken food system, one fish at a time."

COPPER RIVER FISH MARKET

"Many brands seemed to prioritize profit over people and the planet."

COOKS WHO FEED

"Traditional care is built on schedules. Gotcare is built on responsiveness."

GOTCARE



Closing the loop

REGENERATIVE-SYSTEMS 63 · WASTE-AS-VALUE 35

"we envision a truly circular world where materials become building blocks, and hard-to-recycle plastics are remade into something better"

NOVOLOOP

"Activating surplus and deadstock sitting in Australian mills and clothing businesses is an immediate step we can take to reduce demand for new resources."

FULL CIRCLE FIBRES

"Turn waste into value. Fuel people better. Support coffee farmers."

I AM GROUNDED

75

These ventures start from the premise that the people a system overlooks are whole. Dignity, capacity and independence are assumed from the outset, and the barrier is located in the design.

Whole, not broken

WHOLE-NOT-BROKEN 75

"But we are not a "body with a problem", we are whole humans."

THE ALINKER

"Dig it! provides competitive wage job opportunities for adults of ALL abilities while serving some of the best locally roasted coffee in town."

DIG IT! COFFEE CO.

"Despite tremendous hardship, they retain dignity and pride in their heritage."

SITTI SOCIAL ENTERPRISE

"NO GUILT • NO SHAME • NO JUDGEMENT"

MUMAMOO

"Moms are the most overlooked, untapped resource of dedicated professionals."

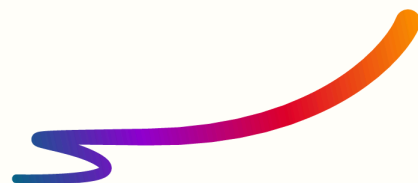
CPA MOMS

"Meaningful work builds independence, creates inclusion and connection and gives people choice and freedom."

GOGO EVENTS

"We will continue to combat ageism in senior fitness through education."

STRONGERU SENIOR FITNESS



69

These ventures tell their origins as stories about a person: a pair of aching hands, a loved one who needed care, a table where nobody else raised the question, a family business in search of a future it could flourish in.

Building from their own condition

LIVED-EXPERIENCE 69

"Atutahi founder Reni Wereta-Gargiulo turned to kawakawa leaves when the arthritic pain in her hands was causing her to reach for more and more artificial pain relief."

ATUTAHİ

"Pure Peony grew out of our desperate search for an effective, natural alternative to prolonged steroid use for our sons eczema."

DOVE RIVER PEONIES

"In January of 2015, Jenn Harper had the most vivid dream of little Indigenous girls covered in colorful lip glosses."

CHEEKBONE BEAUTY

"When I became a mother, it was natural for me to dress my children in fur."

AURORA HEAT

"our CEO Hafeezah's six-year-old son desperately needed mental health services, and she struggled to find a provider that accepted Medicaid"

BACKPACK HEALTHCARE

"Despite her love for the field, she often experienced first hand the isolation and barriers associated with being a woman in a male-dominated industry."

CODE LIKE A GIRL

"No one had asked her to solve the industry's gender imbalance. But as she looked around the table, she realized the problem started with the basics."

CO GEAR



40

These ventures situate their contribution in terms of sovereign ownership, their rootedness in place, lineage and heritage, and caring for future generations and ecosystems.

Sovereignty and continuity

RE-MEMBERING 45 · ROOTED-IN-PLACE 44 · OWNERSHIP-AS-SOVEREIGNTY 23 · SEVENTH-GENERATION 23

"For generations, Northern peoples have known how beaver fur naturally holds warmth close to the body. Aurora Heat carries that knowledge forward."

AURORA HEAT

"we bring the flavours of 60,000 years of culture to homes, restaurants, and events across Australia"

INDIGIEARTH

"Each piece carries pūrākau (stories) and deeper hononga (connection) to te taiao (the environment)."

KIRI NATHAN

"creating a modern form of story-telling and cultural preservation that is fused with garment design"

AY LELUM THE GOOD HOUSE OF DESIGN

"These leaves had traditionally been used as a rongōā Māori (medicine) by her ancestors."

ATUTAHİ

"Beam Paints is 100% Anishnaabe Kwe owned, and operating in our home reserve of M'Chigeeng First Nation."

BEAM PAINTS

"It was chosen as an act of reclamation of womanhood, matriarchal leadership, and language."

ISKWEW AIR

"Chocolate On Purpose is a 100% Indigenous owned business born on Wiradyuri Country at the source of the Bila Bula."

BUSH FOOD CHOCOLATE

"Indigital was founded in 2014 on Mirrar Country in Kakadu National Park by Mikaela Jade, a Cabrogal woman of the Dharug Nation."

INDIGITAL

"Our actions show love and care for seven generations forward."

AURORA HEAT

22

Two positions, both stated in public business copy without hedging: joy as a working method, and generosity written into the model ahead of any return.

Generosity and Joy

RADICAL-GENEROSITY 22 · JOY-LOVE-STRATEGY 25



"Trustworthy, forever free, and accessible to anyone at any time."

DERMNET

"We offer expert guidance and support to families across San Antonio, Texas at no cost."

CAREADVOCATES

"1 APRON = 100 MEALS"

COOKS WHO FEED

"Joyful: We believe joy is an act of resistance and work to cultivate it within our work and communities."

BROOD CARE

"We believe representation matters. Joy matters. Play matters."

BROWN TOY BOX

"Joy fuels learning. Research shows that positive emotions unlock curiosity, risk-taking, and resilience—keys to deeper understanding and meaningful growth."

KIKORI

"Our Values — Warrior Spirit — Excellence — Reciprocity — Love"

ISKWEW AIR

"To respectfully open doors for the shift towards entirely sustainable economies and ways of living with intention, connection, and joy."

AURORA HEAT



18

Here the relationship is the offer rather than the way it is delivered, and two of these ventures describe rebuilding how they bill so the relationship survives it.

Like-hearted

CARE-AS-RELATIONSHIP 49 · LIKE-HEARTED 18

"This approach not only eliminates the stress of watching the clock but also puts the focus where it truly belongs—on the people we care for."

BELLEVIE

"At Brood, we believe care is a collective effort."

BROOD CARE

"We'll walk alongside you on your way to wellbeing."

BREELove

"It's about delivering human connection, kindness, respect, and the social interaction we all need"

HAIRCUTS ON WHEELS

"Because of the watch, we've been able to build a relationship that is consistently growing."

AWAKE LABS

"Care that treats your child like a kid — not a case."

BACKPACK HEALTHCARE

"They feel like Kin."

LODGE SOY CANDLES

"Mobile is less about moving people. And more about working with people."

KIWI LAUNCH PAD

"Our custom, value billing model is designed to eliminate your experience of being nicked and dimed."

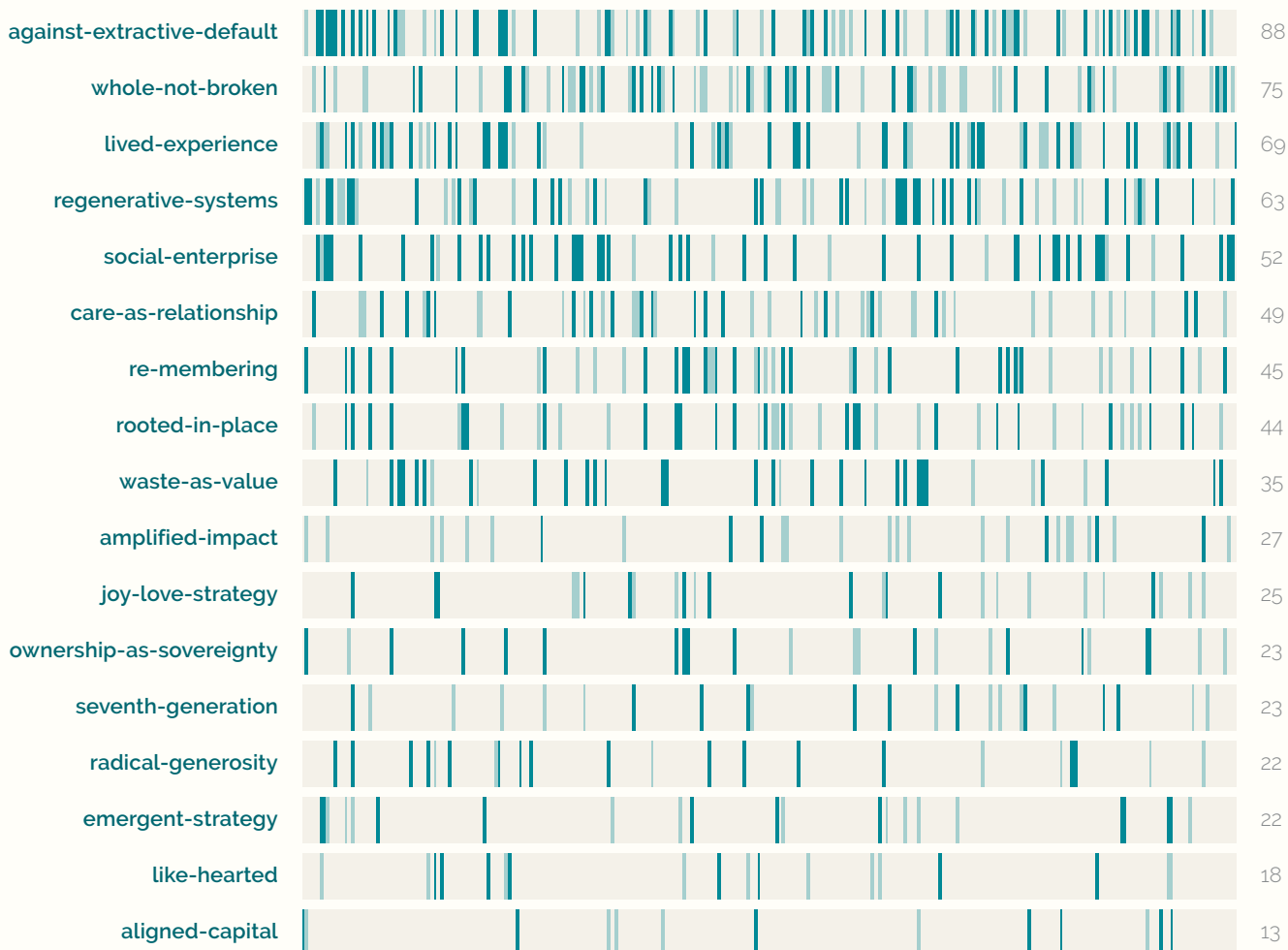
CPA MOMS



THE MURMURATION

Starlings in a murmuration track only their nearest neighbors, and the shape of the flock emerges. Many more voices are arriving daily. Here is the field in formation...

Every row is a conviction, every column one of 263 ventures with a lasting public footprint.



■ SAYS IT PLAINLY ■ SAYS IT IN PASSING ■ NOT ON THE PAGE

Every mark comes from a quote on the venture's own site.

"Looking beyond the current "take, make and dispose" extractive industrial model"

AGAIN AGAIN

"All of humanity needs to 'Re-indiginize,' a term coined by Cody Two Bears of Standing Rock."

10POWER

THE MIGRATION

Across the field, ventures describe finding one another — and ask for more of it.

"I knew once I entered that system that one day I would find the person who made me less alone."

CALLISTO

"For the CPA who feels isolated or alone and wants to connect with like-hearted professionals."

CPA MOMS

"This design session was where we found our first inspired supporters, as several attendees stepped up to co-create with us."

ACCELERATE HER FUTURE

"Ally wanted to form strong connections and female friendships, so she decided to host her own event."

CODE LIKE A GIRL

"all women, and all those lifting women"

ISKWEW AIR

"Helping communities to build, own and operate renewable energy projects."

10POWER

"I got to spend a day with my sisters in Coralus."

GOODBYE SANDFLY

"Established through the support of AGMARDT, PledgeMe crowdfunding, the Coralus community and our generous sponsors."

LIZ MITCHELL WOOL REVOLUTION

WHAT NO ONE HOLDS ALONE

No single venture speaks for the field; each speaks the language of its own difference-making. One by one, they are stories. Together, they are the shape of a field in formation.

That is the finding the grid makes visible. Read one row and there is a business with a few commitments. Read all of them and there is a coherent position on how enterprise might work, and the models already showing the way.

As more voices and collectives join the field, a shared vocabulary begins to create a lexicon for transformation that allows hyper-local needs to discover tested models.

That is what a commons holds: convictions kept across a field rather than at its centre. This record is still growing, and other collectives are keeping their own.

FROM THE VENTURES TO THE ROOMS

The ventures were read from what they publish publicly on hundreds of webpages as well as from impact reports Coralus produced over the years.

Over the same summer, the community was asked directly: to gather, to remember a decade, and to say what should be carried forward and what should not. The pages that follow hold what came back.

"10Power's vision is restoring a regenerative trajectory for the evolution of our species on planet earth."

10POWER

HOW PEOPLE GATHERED



EARLY 2026	The season of re-membering beginnings — Early ventures and activators met with each other in retreats across Canada, the US, Aotearoa, Australia, the UK; pods run in parallel across the world.	Early themes shaped the re-memberings that followed.
JUL 23	Coralus House, Toronto — nine people, eight rounds of stickies	Retreats, storytelling, rupture and repair, PEI with no agenda, pods
JULY	Moon Calls A and B — two community calls, a mural each, five prompts	A gathering that left an imprint · a personal story · how you shaped Coralus · a Coralus way · a connection
JUL – AUG	Hilary's conversations — six, written up as field notes	Relationship as infrastructure; the wisdom in the room; whispers before plans
JUL 30	Re-membering a Decade, 1 — eight participants, seven locations, 90 minutes	Eight prompts, design-time off camera, scavenging, breakouts, a word each
AUG 4	Re-membering a Decade, 2 — four participants, five locations	Same design; a hammock, amaranth, a painted stone, a song
AUG 12	Re-membering a Decade, 3 — five participants, six locations	Same design; an interpreter travelling with one group
AUGUST	Halifax — six people, three hours in a living room	A song, a canvas, a card set; the spark and the seed, the roots, the branches
AUGUST	Breakfast, Australia — five at a café, with comments added after	Same three movements; meeting again September 29
AUGUST	Two hosts, one tarot deck — opened to others; nobody else could come	Described on the hosts' call; no notes of its own

HOW PEOPLE GATHERED, CONTINUED

AUG 24	The hosts' call — four hosts, 64 minutes	What each convened; what they are hearing; what they ask for
AUG 26	Coralus House — twelve people, mostly activators (the members who fund the ventures)	When each joined, why, and what they expected
SEP 2	Ritual and Poetry pods, a reunion — under the oaks in Lisa's backyard; members of the two six-month pods; recorded, summarized by the hosts	<i>Co-hosting, radical generosity, the ideal size of a circle</i>
AUG – SEP	Dori's conversations, Black US ventures — alumni across three cohorts, facilitated by Dori	<i>What they would explore: membership in more than money, a visible marketplace of offers, the model itself</i>
SEP 9 – 10	Saunders Farm, the anchor gathering — in the rain; the Field Guide to Creating New Futures shared in its first version	<i>Gratitudes from the Future; a generational wall; with-nessing</i>



"People had come to this land before us to gather what had ripened. Decades later, we arrived to notice what had been ripening between us."

SAUNDERS FARM · SEPTEMBER 9 – 10

Finding the others — a breakout room that became a friendship; a retreat that introduced collaborators people had been searching for; joining after the pandemic because connection was the point.

Arriving without armour — masks dropped, the whole self welcome, conversations moving “from surface to soul.” Business beside caregiving, grief, intuition.

With-nessing — the season’s own word, arriving at its close: “being fully present with one another, being in relationship, participating, and allowing ourselves to be changed by what happens between us.” A peach tree imagined to outlive us; a blueberry patch tended for generations still to come; one memory making room for another to ripen.

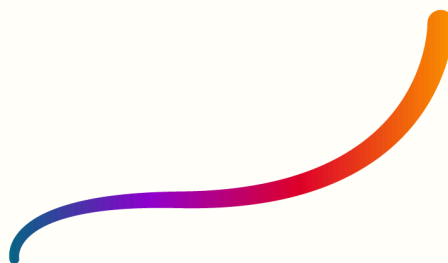
Immediate recognition — hearing someone speak and knowing: “Yes. This makes sense. This is needed.” Joining without knowing what that was, exactly.

Relationship was the infrastructure — the ventures and capital sat on top of it. “Belonging without obligation.” Lean in for a season, stay near the edges for another, and the network is still there.

Rooms of their own — pods that began as business networking and became mini-retreats: homes opened, meals shared, hours passing, pets underfoot; being held by people met for the first time; showing up even when it was difficult.

Voting for futures — the vote remembered less as choosing between ventures than as choosing which futures should exist. Some liked the voting and still craved the connection.

The whisper before the plan — ventures and ideas that began as a question that would not go away; being seen as a dreamer before seeing yourself as one; a dream perhaps already dreamt.



THE LANGUAGE ACROSS THE ROOMS

Words that recurred across murals, stickies, transcripts and notes.

rupture and repair transformation us-powered change
whole self pods
radical generosity
with-nessing liberation joy trust belonging relationship
retreats finding the others interconnectedness
connection emergence mycelium storytelling dreamers
witnessed co-hosting



"In all my time in finance and investment banking, I've never really encountered integrated human beings in the way that we were doing everything — down to how we choose to direct our money."

GAIL · AUGUST 4

The hosting guide asked hosts to name what should not be carried forward. Some rooms answered directly; in others it surfaced on its own.

Not knowing how the model works Newer members said it was all there and still hard to navigate; a buddy system was suggested. Longer-standing ones said a year of exploration was fine, "but at some point we need to land on the structure." Lack of transparency about activator funds was producing "the wrong kind of skepticism and fear." For under-resourced alumni the membership fee is itself a wall; the current model "privileges money and makes the relational labor in the Coralus community free."	Rupture without repair Written on a sticky at the first Coralus House and pursued one conversation at a time by Dori with people no longer in Coralus. Dissonance starts individual and becomes institutional when it is not heard; "calm down" discounts who people are. Ventures caught in the shift years carry a version of this too: funded at a fraction of what came before, many lost contact with the community rather than finding repair.
Relationship offered where resources were needed "We don't need kumbaya conversations, we need resources and money." The same tension named in Australia between relationships and resources, and between the "woo woo" and pragmatic businesses with social impact. What makes the difference is champions — "not coaches or mentors."	Money at the centre Funding ventures to succeed one by one on their P&Ls baked in the competition the work meant to leave and made failure unspeakable. Funding alone produces a relationship that terminates. "What does progress look like when we have been looking at the wrong indicators of success?"
Global decisions losing local contact "We still want to resonate with Coralus but missing that connection." The ask was for place-based work in Australia and for decision-making that "belongs to the smallest scale competent to make it."	Talking instead of making real Heard in the first session as the need to move "into making things real. Not just through chatting."

"This is not a system we can stay within and try to make better. We gotta create our whole new system."

MAURA · JULY 30

Pulled from every closing round: the branches, the wishes, the through-lines.

A structure you can see

Land on it, let it iterate, make it legible: who decides, where participation has impact, how capital flows. Mentors, a buddy system, and "a framework for guides available to everyone," not only to ventures.

Keep the pods

Named on both murals, asked for by the newest members, and credited by Dori with answering most of the structural concerns the Black cohort raised: self-organized, self-paced, no obligation imposed from the centre. Their hosts ask the same from the other side: co-host so no one holds a room alone, keep circles small, and open more homes.

Capital that is transformative, in more than one form

Enough to change a business (\$50,000 to \$100,000, not \$10,000). Five ventures a year chosen on different kinds of capital, relationship rather than transaction, activators and ventures equal. Membership as contribution across financial, social and experiential capital. And keep it flowing from the people: capital gathered from community rather than institutions keeps open "room to hope to be able to operate outside of the typical strings and structures of capitalism."

Membership in more than money

Could a membership be paid in three kinds of capital: some cash, some hours of one's professional skill, an introduction from one's network? "My non-profit hourly consulting fee is \$100 per hour. I would be willing to offer Coralus 12 consulting hours each year."

A visible marketplace of offers

A place where members list what they can give — skills, hours, introductions — so capital beyond money circulates as visibly as money, and coaching spreads beyond a few beloved sources.

Fund constellations, not only individuals

Cohorts or projects around persistent challenges (housing, food security, economic equity, women's autonomy) where financial and relational capital converge; a role for anyone inside a project, recipient on one and contributor on another. "From financing individual businesses into exploring our interconnectedness" — including, some suggested, cohorts and pools of their own.

More that is local

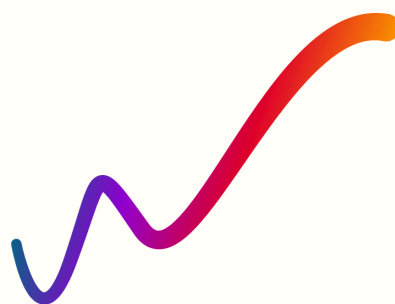
Place-based collaboration, secondary financing, six women funding women entrepreneurs; parts and whole in "integral partnership."

Protect the dream and the dreamer

Rise toward the future already imagined rather than pull it down into what exists; make room for grief and hope together; keep the places where people are fully seen.

Keep experimenting, and tell the truth about it

Enter without knowing where it leads, adjust, release the predetermined outcome; when the cycle completes, look at what actually happened. "Being open to maybe sometimes getting it wrong."



WISHES FOR THE YEAR, HALIFAX

May capital flow. May relationships deepen. May we keep reaching up. May we keep reaching out. And yes — may we continue to kick a little butt along the way.

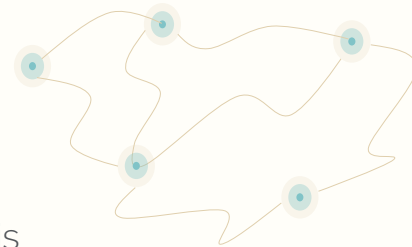
WHERE THE TWO THREADS MEET

The ventures were read from their websites. The community was asked in rooms. Neither knew what the others would say, and they say remarkably similar things.

THE VENTURES SAY Refusing the extractive default 88 of 263 name what they are working against, and it is a system, not a competitor.	THE GATHERINGS SAY Money at the centre Money at the centre bred competition and made failure unspeakable; nobody wanted to talk about what was hard.
THE VENTURES SAY Care as a relationship 49 offer the relationship rather than the transaction; some rebuild how they bill so the relationship survives it.	THE GATHERINGS SAY Relationship was the infrastructure What people remember is the people. Cross-pollination, not a better database, is what held it together.
THE VENTURES SAY Whole, not broken 75 treat the people a system overlooks as whole, and locate the barrier in the design.	THE GATHERINGS SAY Arriving without armour The whole self welcome; business beside caregiving, grief and intuition. The people falling through the cracks are leading the way.
THE VENTURES SAY Sovereignty and continuity Ownership, place and generational time claimed as the source of a business's flourishing.	THE GATHERINGS SAY More that is local Place-based work, and decision-making that "belongs to the smallest scale competent to make it."

The gatherings also ask for what the venture reading cannot show: a structure they can see, capital at a scale that changes a business, and funding for constellations rather than individuals. The pages that follow are an invitation to act on all of it.

Fun(d) the Future



A different way to move money through a field — where play is the method, design is the discipline, and funding flows to a future in formation

THREE SYSTEMS, ONE FRACTURE

Grant cycles

pay for production, not for the relationships and listening that are the roots of transformation. That labour gets donated, usually by the people with the least to spare. Whatever goodwill forms dissipates when the funding ends.

Galas and RFPs

keep the funder outside the work, looking at it. One serves a plated dinner and a story at the microphone; the other asks a field to guess what a funder wants. Fundraising becomes its own enterprise, outside of impact.

Impact investing

measures by returns, spreading bets across rising stars in conditions that reward secrecy and territoriality.

A percentage are expected to fail, and when funders walk, the lessons are often lost.

It is the same fracture from all sides:
money severed from relationship.

Anything extractive leaves a hole, and can be re-made, whole.

WHEN MONEY SITS AT THE CENTRE

most people are necessarily positioned around the outside. They become applicants, recipients, beneficiaries, clients, customers, or spectators.

WHEN THE FUTURE SITS AT THE CENTRE

there is room around it for all of us, and everyone has something to bring. Repair is an act of re-membering what has been separated.

Put the future at the centre.

Instead of beginning with what resources we have and what we can fund with them, start by asking what future we want, who is already giving us a peek at it, and what wants to move toward it. Then build a structure that holds it there: a design challenge, run in a real place, with the people already working the problem from many angles.



1

Call in the dreamers

Find the people already bringing pieces of a different future into being across the field.



2

Recognize. Re-cognize.

Ask together: where is the future already forming? Not simply: is this a good business?



3

Resource

Ask what forms of capital want to move in this direction, and move them now.



4

Circulate

Stay in relationship. Learn together. Let the original solution evolve.

MAKE DESIGN FUN

Design challenges, ecosystem immersions, hope-filled hackathons.

Not a room where a field is presented to funders, but an experience that lets everyone contribute in the best way. Exploration stations. Graphic recording. Storytelling. Learning by doing. Hosted in places that matter to the people who live there.

Curiosity

Play

Prototypes

Joy

Generosity

This requires no new institution, no new financial instrument, and no one's permission.

It only requires a handful of people who already sit at the centre of networks agreeing to point them at the same thing at the same time — and the willingness to sell a passport to an active inquiry instead of hosting another fancy dinner.

Coherence emerges from making differences visible rather than from a fixed formula. Solving systemic problems requires enough difference in the room to change what everyone in it understands.

The first cycle is already turning:
Illuminate opens it October 6.

WHAT COMES NEXT

The season has four movements. The first is the one these pages record; each of the next three carries something the gatherings asked for.

1 Re-member JUNE – SEPTEMBER

The ventures read in their own words, the gatherings across ten regions, and this document.

2 Illuminate OCTOBER 6, 8, 13, 15

Four half-days, virtual and free, with Future of Good — open to everyone. Hear from entrepreneurs already experimenting with different ways of finding customers, building capacity, creating viable businesses, and shaping the systems around them. Come for one day or all four. Recordings plus two conversations for Australia and Aotearoa (October 13 and 20) — an answer to the ask for more that is local.

3 Discern NOVEMBER

Invite the wider field to bring initiatives already practicing the futures being called forward, and let community intuition recognize what is ready for deeper support. Land the structure in the open while doing it.

4 Steward JANUARY

Many forms of capital begin to flow to a cohort ready to steward those futures. Fund constellations around persistent problems, pay people while the work happens, and circulate what is learned with attribution.



REGISTER FOR ILLUMINATE

futureofgood.co/illuminate-2026

THE RECORD

This document draws together records published separately over the season. Words are quoted as written or spoken. Nothing has been added or reworded.

Sources

- *A Decade of Ventures* — 263 funded ventures read against their public language; 17 themes, 693 marks, each tied to a quote on the venture's own site (coding roster of September 7, 2026).
- *Before the Re-membering* — the conversations that gave rise to the season.
- *Re-membering a Decade*, sessions of July 30, August 4 and August 12; *Re-membering Hosts' Gathering*, August 24.
- *Across the Re-memberings* — the shared Remembering Gatherings document, tab by tab: Coralus House, the Moon Calls, Hilary's field notes, Halifax, the Australian breakfast, Val's notes.
- The Ritual and Poetry pods remembering, September 2 — the hosts' summary.
- Conversations with Black US venture alumni across three cohorts, August – September.
- With-nessing at Saunders Farm, September 9 – 10, where *A Field Guide to Creating New Futures* was shared in its first version.
- *Fun(d) the Future* and *Put the Future at the Centre* — the model, in two lengths.

Held back

- Participants are named by first name only; unsigned mural stickies are attributed to their call.
- Personal circumstances people shared to explain their own remembering are not reproduced.
- Words of ventures and former members relayed second-hand through a host are kept unattributed, as they were told.
- The conversations under way at the time of writing have since come back to centre and are folded through these pages.

Every gathering was invited to bring what it heard back to centre, and these are the ones that did. This document was made from the words of everyone who shared them over the season of Re-membering, with gratitude for their contributions.

