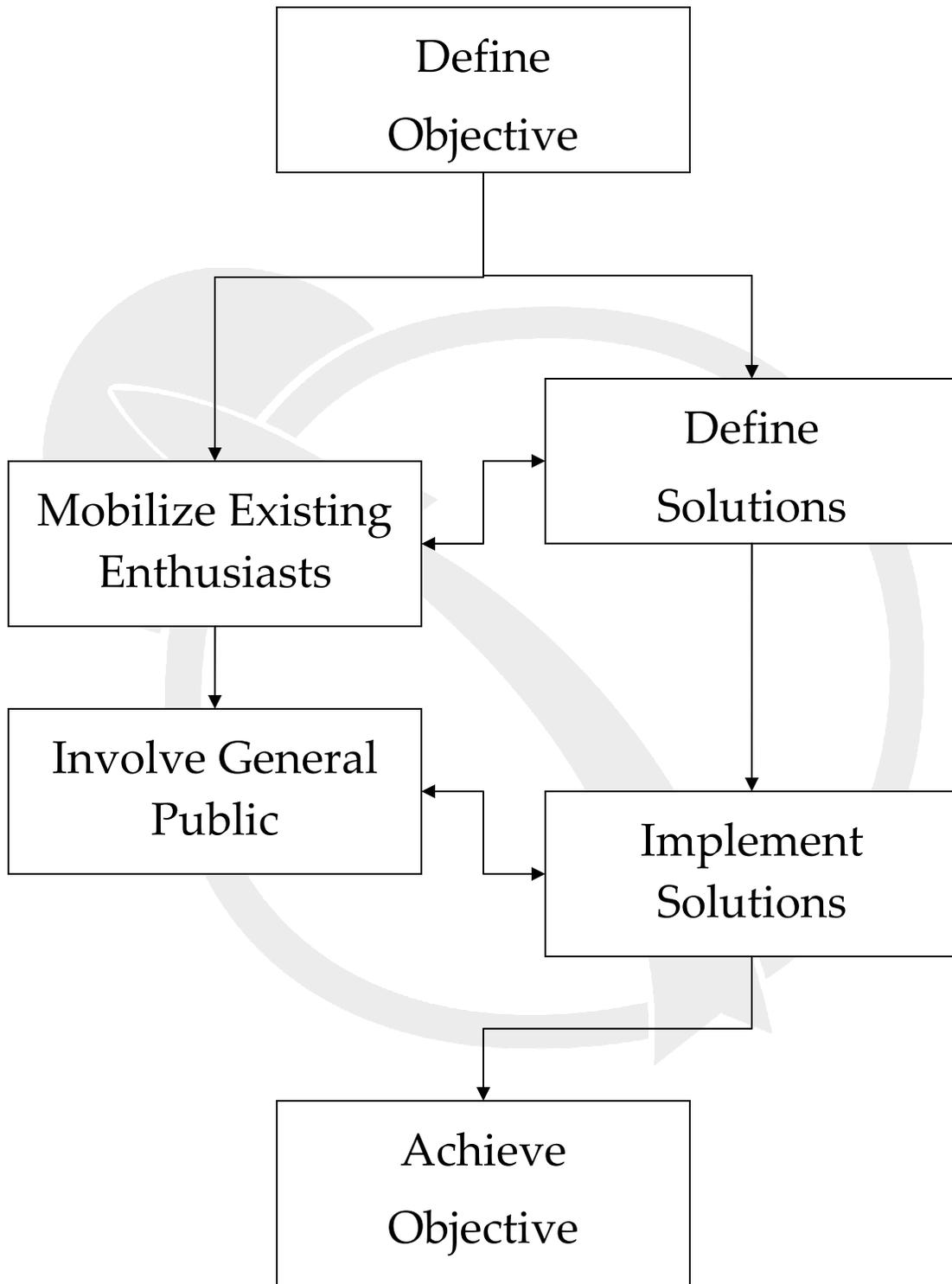


Generic Process Chart for Subscription Activities



This chart shows, in broad outline, the interrelation of processes in accomplishing a goal on the basis of public contributions, as proposed by the Luna Project.

The first step is to define what the goal is. This once done, it is possible to recruit the assistance of persons and groups already involved with related matters ; and to identify the actions necessary to reach the goal. This pair of processes is best treated as a single iterative step. Something resembling a definite plan of action is needed to show the enthusiasts, to generate the credibility needed to get them to work for the proposed goal. On the other hand, the enthusiast community will likely have already given consideration to many of the problems involved, and accordingly will contribute significantly to developing the solutions.

This iterative step leads naturally to another. Once the solutions are defined, it is possible to begin putting them into practice, which requires resources beyond what the enthusiasts can furnish : it means going to the public at large. Even with the greatest possible degree of promotion, only modest support can be anticipated, but the public is so large that this will suffice for considerable work. The more is accomplished, the greater the public response — “nothing succeeds like success”, and every increment of concrete progress serves to attract

attention, silence scoffers, and convert casual interest into dedicated support.

If the problem originally set is within the technological capability of the society, not requiring some type of breakthrough, success will be achievable through sufficient iterative cycles of increasing implementation and increasing support. The principal obstacles then are loss of public interest, and unanticipated circumstances. Both considerations demand that the work be carried out with the greatest practicable rapidity. If the chance of an unforeseen interfering event does not vary with time, the likelihood of disruption from this cause may be reduced by minimizing the time in process. Loss of public interest can best be attributed to a combination of monotony and a false impression of the assurance of success : the novelty wears off, and the public begins to assume that matters will proceed without their further involvement. This calls for a relatively quick progression of accomplishments, and a creative publicity. It also suggests that perseverance in the face of adverse events is of greater importance than the risk elimination pursued with such single-minded emphasis in certain circles.

— **publius**
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