

Teach the Teacher-SneakernetUSA Concept-AI Assistant_v01

Welcome back! Being lost is a fine place to start from.

Tell me where you got stuck. Is it one of your projects, like Sneakernet, UrbanFamilyUSA, or VillageFamilyProject, or something else entirely? Even a rough "I don't know what to do next with X" is enough for us to pick up the thread and sort it out one step at a time.

I started creating a "best practices list" but didn't quite finish it. I now have two AI accounts, Claude Pro for personal, and Google Workspace for Nonprofits for my business account. I decided to go with Google GUI for Non-Profit and Firefox GUI for Personal so they will be immediately recognized which one is which. So now I was trying to decide what to do first, and then how to create different bookmarks going forward.

That's a smart split. Using a different browser for each account means you'll know at a glance which world you're in, and it keeps logins, history, and bookmarks from getting tangled.

Here's the order I'd do things in:

- 1. Set up Chrome as the nonprofit browser.** Open Chrome and sign into it with your Google Workspace for Nonprofits account, and turn on sync when it asks. That makes your bookmarks, passwords, and settings belong to that account, so they'll follow you to any computer where you sign in. Pick a distinctive theme color in Chrome's settings as an extra visual cue.
- 2. Set up Firefox as the personal browser.** Create a free Mozilla account (or sign into one if you have it) and turn on Firefox Sync. That does the same job for your personal side. Log into Claude Pro here.
- 3. Make one firm rule and stick to it.** Never sign into the nonprofit Google account in Firefox, and never use personal logins in Chrome. The moment you mix them, the separation stops working.
- 4. Sort your existing bookmarks.** Export your current bookmarks to a file, then go through them once and decide: nonprofit or personal. Import each pile into the right browser. It's a bit tedious, but you only do it once.
- 5. Use the same folder layout in both.** Keeping a similar structure means you never have to hunt. For example, on the bookmarks bar in Chrome you might have folders like UrbanFamilyUSA, VillageFamilyProject, Admin, and AI Tools (Gemini, Drive, etc.). In Firefox, something like Claude, Personal Projects, Finance, and Reference. Keep the bar itself to a handful of folders rather than dozens of loose links.

Going forward, the habit is simple: before you bookmark something, ask "is this for the nonprofit?" If yes, it lives in Chrome. If not, Firefox.

One thing to decide early: where does Sneakernet belong? It's a business, but not the nonprofit, so it could go on either side, and settling that now will save you confusion later.

Once you've made that call, we can turn all of this into the finished best practices list.

Okay... Let me add that I'm thinking that Sneakernet should be folded into the Nonprofit. The reason is, it is more a concept than it is a manufactured product and is easily reverse-engineered so in the end it could possibly turn out to end up having a diminishing value. Do you have experience with this thought?

I don't have personal experience the way a business owner would, but the pattern you're describing is a familiar one, and your reasoning holds up. When something is a clever idea rather than a hard-to-copy product, the idea itself rarely stays valuable for long. What tends to hold value is everything around it: the trust people place in whoever runs it, the service and support, the know-how of doing it right, and the reputation. A nonprofit can own those things just as well as a company can, and sometimes better, because people are more willing to trust a mission-driven organization with something as sensitive as their intellectual property.

It also seems to fit UrbanFamilyUSA's mission naturally. If you're helping under-resourced people start businesses, one of the things they're least equipped to do is protect their own ideas. A simple, low-cost, air-gapped way to store and transfer their IP could be a genuine service to them rather than a side venture competing for your attention.

A few things are worth knowing before you commit, though. Once something is given to a nonprofit, it belongs to the nonprofit, and you generally can't take it back later if you change your mind or it turns out to be worth more than you expected. If Sneakernet brings in money from people outside your mission, that income could be treated as unrelated business income and taxed. And nonprofit rules limit how much any individual can personally benefit from the organization's assets. None of these are dealbreakers, but they're the kind of thing a quick conversation with an accountant or attorney who works with nonprofits can settle. I'm not a lawyer or tax advisor, so treat these as questions to ask rather than answers.

There's also a middle path some people take with ideas that are easily copied: publish the concept openly under the nonprofit's name. That establishes you as the originator, keeps anyone else from patenting it out from under you, and turns the idea into a reputation-builder rather than an asset you have to guard.

On the browser side, if you do fold it in, it simply goes in Chrome with the other nonprofit folders, which keeps things tidy.

Would Sneakernet mainly serve the people UrbanFamilyUSA helps, or did you picture selling it to outside businesses too? That answer shapes most of the considerations above.

Yes, Sneakernet would mainly help the people UrbanFamilyUSA helps. That was the best way we could see a complicated and rather radical grassroots program could spread. The reason is, the percentage of people who have "teaching" skills is only about 10-20% of the population. So UrbanFamilyUSA would try to sort out those with those skills as the primary market.

That's a well-established way to spread something complicated: train-the-trainer, sometimes called a multiplier model. Instead of trying to teach everyone yourself, you find the people who naturally explain things well, equip them thoroughly, and let each of them carry it into their own circle. Agricultural extension programs, community health worker networks, and literacy campaigns have all grown this way, largely because people learn best from someone in their own community who they already trust.

It also answers the concern I raised earlier. If Sneakernet mainly serves the people UrbanFamilyUSA already works with, it sits squarely inside the mission rather than beside it, which makes folding it into the nonprofit much cleaner.

A few thoughts on making the teacher-first approach work:

Finding the teachers is the key step, and it usually works better through what people do than through what they say. Someone who already helps neighbors with their phones, explains things at church or in a community group, or keeps getting asked questions by others is often a better candidate than someone who simply volunteers. You could build a small first session where participants explain something back to the group, which reveals the natural teachers quickly.

Those teachers will need a kit, not just training. For something as hands-on as Sneakernet, that means a simple printed or visual walkthrough, a script they can follow the first few times, and the hardware itself. The less they have to improvise early on, the more consistently the idea spreads.

Keep a light line back to you. When teachers run into questions they can't answer, a simple way to reach the nonprofit keeps mistakes from multiplying along with the good information, which matters a lot when people's intellectual property is involved.

One small note: I'd treat the 10 to 20 percent figure as a working estimate rather than a hard number, since estimates of how many people make good teachers vary a lot depending on the topic and the support they get. With a good kit, you may find more people can teach it than you'd expect.

Want to fold this decision into the best practices list next, or keep working through how the teacher program would run?