

# Mission Moon, LLC

## Business Plan Summary, March 2010

**One Line Pitch:** Mission Moon LLC will create moon-based collectable and entertainment products for the general public worldwide.

**Business Summary:** Mission Moon believes the time is right to leverage the accomplishments of the rapidly maturing commercial space industry to use unmanned vehicles to collect several hundred pounds of moon dust and return it to earth. The Russians did this successfully on a smaller scale three times during the 1970s. We have developed a 5-year, 5-phase plan to accomplish this with minimum risk. We'll then produce affordable physical and entertainment products for distribution throughout the world via the internet and other media channels.

### Management:

**Greg Spehar**, Founder, is an accomplished professional with more than 20 years of achievements in many industries including aerospace, transportation, healthcare, energy, technology development, defense, entrepreneurship, and project leadership. Greg worked for McDonnell Douglas system engineer on the International Space Station, and was a member of the Command and Control Team for the Boeing lead redesign team in 1993-94. He has an MBA from the University of Texas, Austin, where he focused on entrepreneurship and international business.

**Scott Lissit, Founding Principle**, has more than two decades of experience in: aerospace, technology development and commercialization, defense, entrepreneurship, consulting and project management. He has a passion for space exploration and new ventures, and an uncompromising commitment to excellence in everything he does. In 2003, Scott created a new course for NASA entitled, "Safety-Critical Decision-Making" following the Columbia accident. The course soon became a requirement for the Shuttle Mission Management Team (MMT), and he delivered it to senior staff at NASA space centers.

### Customer Problem:

All moon dust or rocks gathered by the Apollo astronauts are owned by the U.S. Government and are not available for purchase by private individuals. NASA recently cancelled plans to return to the moon by 2020. As a result, space enthusiasts suffer from a total lack of available products and information from genuine lunar exploration activities.

### Product/Services:

Physical products:

- **Eclipse™** – A collectable containing moon dust, encased in durable acrylic, digitally encrypted for authenticity.
- **MoonStone™** – Unprocessed moon dust or rock sold as a commodity
- **The Luna™** – A proposed international reserve currency based on the value of the moon dust returned to Earth

Entertainment products:

- Website content (digital rights to videos, photos, etc)
- Reality TV and movies (allows people to "sit-in" on actual mission moon meetings, hardware assembly and testing, and live mission video)
- Merchandising and Gaming (using our brand and concept)

Target price for moon dust is \$100 per 1/10<sup>th</sup> gram, or \$1,000 per gram.

**Target Market:**

The Mission Moon target market includes the following four diverse segments:

- Art, Antiques and Collectables – A \$13B market in 2006, in rare coins, archeological artifacts, paintings, etc
- Commodities – A multi-billion dollar market in precious metals, diamonds, minerals, etc.
- Digital Rights/content – Daily online content exceeds \$100M
- International Reserve Currency – Daily trading of amounts exceeding \$100B

**Customers:**

Millions of people around the world want to own a piece of the moon, including space enthusiasts, collectors, investors, researchers, museums, and many others. Both physical and entertainment products would be available for purchase by individuals, groups, companies or even countries.

**Sales/Marketing Strategy:**

The first commercial mission to return soil from the moon would undoubtedly garner nearly unlimited free publicity through news and media channels, which would generate awareness throughout the general public here and around the world. Mission Moon will capitalize on this prior to the mission by advertising in select publications and online to drive people to our website to invest or pre-purchase products. After completion of the mission, sales of products would be fueled by continued ad buys, authoring articles for selected publications, news coverage, and keyword buys online.

**Business Model:**

Our concept is based on the simplest, lowest-cost, lowest risk approach possible, using proven technologies and system architectures. We'll use existing hardware whenever possible, modifying it for our use. Contractors will be chosen to modify their existing designs for the following three parts of the system:

- **Transfer Stage** – Boosts the lander from Earth orbit to a lunar trajectory.
- **Lander** – Unmanned vehicle which descends to the surface of the moon then takes off and returns to earth with the lunar cargo.
- **Mission Control** – The facility responsible for controlling all aspects of the mission from launch through safe return to earth and recovery.

Payload space will be purchased on a commercial launch vehicle such as the SpaceX Falcon 9. Rovers, if used, will be built and funded by third parties during international competitions:

- **Rovers** – Robotic vehicle which gathers moon dust/rocks. Based on the designs of the Mars rovers, Opportunity and Discovery.

**Competitors:** None that we're aware of. However, 20+ companies have registered to build rovers for the Google Lunar X-Prize, with an award of \$30M by 2014, for any company with can land a rover on the moon and return pictures to earth.

**Competitive Advantage:** First to market