

“Generating international moon based entertainment and investment products.”

1.0 Executive Summary

The goal of Mission Moon LLC is to create and market products containing moon dust and moon rock, and sell them to the general public. By using unmanned vehicles, this goal can be accomplished without risk to human life. The first commercial use of material retrieved from the moon would represent a historic achievement, and would benefit all of mankind, not just the participants in this venture. It would certainly be the focus of national and international media attention because our concept would allow nearly anyone in the world to own a piece of the moon. We believe that recent advances across a broad array of technologies make this goal achievable by the year 2014.

The moon, earth’s closest neighbor, has been the subject of intense interest since the dawn of mankind. Located 250,000 miles away, covered with dust and rocks, with no atmosphere and only 1/6th the gravity of earth, the moon has formed the basis for early calendars, has figured prominently in myth and astrology, and causes the tides on earth. During the past 50 years it has been visited by a series of unmanned spacecraft sent from the US and Russia, and has even been explored by astronauts in the Apollo missions of the 1960s and 1970s, one of the greatest technological achievements of the twentieth century.



Just as the time was right for Charles Lindbergh to cross the Atlantic in 1927, and for Neil Armstrong to take the first steps on the moon in 1969, the time is now right for a new band of forward thinking innovators to implement this next exciting mission. We believe this ambitious project is well within the technological abilities of the aerospace community, and can be implemented at the lowest possible cost with the minimum possible risk generating a considerable profit for those that participate.



A robust commercial space industry has arisen during the past decade, but its focus is primarily on service industries for launch or human travel (Space X, Blue Origin, Virgin Galactic, etc.). The Mission Moon proposal suggests that a lucrative, first-to-market opportunity exists to obtain moon dust and moon rock, and sell them through one-to-three possible channels of distribution, depending on the demand at the time of retrieval. Those channels include collectable artifacts, commodities for use in secondary products or research, and/or a new kind of reserve currency. Finally, it should be mentioned that current entertainment mediums such as movies, Reality-TV and the Internet allows a fourth revenue channel that could partially offset costs and reduce the overall financial risk of this endeavor.

Additionally, our OPEN project framework allows investors to “sit in” on key Mission Moon meetings through internet video connections. It also gives us maximum flexibility in organizing the company structure and implementing the mission. We’ve created a multi-phase program to build a team, obtain investment capital, generate an achievable engineering solution, retrieve 1000 KG (2,200 lbs) of dust and rock from the moon, and manufacture, market and distribute the resulting products.

The Opportunity

This plan documents a 5-phase, 5-year program to accomplish our objectives. We are currently seeking investors, advisors and board members to join our team. The potential return for early-phase investors is huge. Estimated annual rate of return for Phase 0 is 87%, for Phase 1 is 58%, and for Phase 2 is 35%. Payouts would come after the moon cargo has been brought safely to earth and products are being sold to the general public. See *Section 7.0 for details on the program phases and financial projections.*

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The Market

We believe the demand for Mission Moon products will likely be bigger than we can initially satisfy. It is possible that millions of people around the world will want to own a piece of the moon, including space enthusiasts, collectors, investors, researchers, museums, and many more. Products will most likely be auctioned in competitive forums, allowing widespread access and keeping prices at market levels. We have identified the initial markets in which Mission Moon products can be sold. They are:

- **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.
- **International Reserve Currency** – Daily Trading in the \$100 Billions of dollars
- **Digital Rights/Content** – Daily online content that exceeds hundreds of millions of dollars

Please see Section 6.0 for more details on the markets and the marketing plan.

The Mission Concept

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. Mission Moon will develop all mission requirements and specifications, and will lead the systems engineering, testing and integration activities. Contractors will be chosen to design and build the following three parts of the system:

- **Transfer Stage** – Boosts the lander from Earth orbit to a lunar trajectory.
- **Lander** – The 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.

With this effort we believe that the Lander could also transport rovers that will either participate in the collection of moon dust/rock or will be dropped off for further exploration of the moon. The rovers will be built and funded by third parties according to Mission Moon specifications and would be rewarded with prizes and some amount of moon dust/rock. We envision companies and educational institutions competing for the right to build these rovers so they can participate in the mission. These competitions will enhance and deliver a branding mechanism not possible through a straight retrieval mission with a single vehicle extracting moon/dust. As the mission is defined we will determine if this fourth part of the system would be better implemented in a second launch due to timing and risk factors.

- **Rovers** – Gather moon dust/rocks within a competitive framework. They should be similar to Mars rovers, Opportunity and Discovery.

See Sections 4 and 6 for more details on the Mission Concept and Transport Plan.

The Products

Mission moon will design, manufacture and distribute the following three products, each containing a small amount of moon dust or rocks. All products will have a sophisticated authentication system, patented by Mission Moon, built-in to prevent counterfeiting.

- **Eclipse™** – A collectable made of durable acrylic with a 25 – 50 year life
- **MoonStone™** – Unprocessed moon dust/rock sold as a commodity
- **The Luna™** – A proposed international reserve currency based on the value of the moon dust returned to Earth

See Section 5.0 for more details on the Products.

Our intent is to create interest and excitement in this amazing endeavor, thereby attracting the best and brightest minds from around the globe to participate as well as establish a Brand that will endure. Though challenging, we believe the results will prove rewarding and will endure for many decades or possibly for many centuries to come.