

### Phase 0 - Goals

In this phase we are obtaining industry support and funding so that Phase 1 can be initiated with dedicated resources. This funding phase includes two objectives: 1) Definition and recruitment of a board of directors 2) Funding through Grants or Seed Investments.

### Phase 1 - Goals

In this phase we are initiating the funding mechanism for Phase 1 and 2. There are two objectives: 1) Alignment of Players 2) Development and initiation of a Futures Mechanism

### Phase 2 - Goals

In this phase we are initiating the efforts to define the costs associated with the mission, selecting the approach and solving the engineering risks. The objectives are: 1) Costing the Organization 2) Engineering the Solution 3) Deciding on the program approach

### Phase 0 – Required Investment / Timing

Targeted Amount:  
\$500,000+

Open to general public, no minimum investment for individuals.  
Timing: (6-12 Months)  
Starting Summer 2009  
Earliest Completion Winter 2009/2010  
Latest Completion Fall 2010

### Phase 1 – Required Investment / Timing

Targeted Amount:  
\$1M to \$2M

Open to general public, \$1,000 for individuals.  
Open to investment firms and companies, \$10,000 Minimum.  
Timing: (6-12 Months)  
Start Winter Summer/Fall 2010  
Latest Completion Summer/Fall 2011

### Phase 2 – Required Investment / Timing

Total Dollar Amount:  
\$5M to \$7.5M

Open to general public, \$10,000 for individuals.  
Open to investment firms and companies, \$50,000 Minimum.  
Timing: (6-12 Months)  
Starting Fall/Winter 2011/2012  
Latest Completion Winter 2012/2013

### Phase 0 – Expenses and Deliverables

- 1) Fund full time efforts of 1 to 2 principles for up to 12 months or until phase 1 can be approved/started
- 2) Funding Expenses around Development of the Board
  - A) Flight Costs
  - B) Lodging Costs
  - C) Foods Costs
  - D) Other costs
- 3) Funding the development of plans and documentation
  - A) Detailed Project Plan
  - B) Operating Agreements
  - C) Contract Setup for Investors
- 4) Risk Management Investments
  - A) Resource to Calculate Required Weights for Mission Paper on required propulsion ratios for Mission
  - B) Identify Partners/Investors (e.g. Blue Orgins, etc.) Letter of Understanding or Investment Contract

### Phase 1 – Expenses and Deliverables

- 1) Fund full time efforts of 4 to 8 principles for 12 months or until phase 2 can be approved by Board and Investors.
- 2) Funding Expenses around Completing the Board
  - A) Flight Costs
  - B) Lodging Costs
  - C) Foods Costs
  - D) Other costs
- 3) Funding the development of plans and documentation
  - A) (Refine) Detailed Project Plan
  - B) (Refine) Operating Agreements
  - C) (Refine) Contract Setup for Investors
  - D) Development of Futures Contract
  - E) Development of Board of Directors/Principles Contract
- 4) Risk Management Investments
  - A) (Refine) Calculation Required Weights/Propulsion Ratios To Validate Mission will be possible as designed
  - B) Agreement/Contract with Lander Contractor To pursue Phase 1-2 Feasibility
  - C) Determine Lander Parts that will not Survive Trip Establish risks and cost to replace those that are suspect
  - D) Set-up Relationship with Launch Vehicle (ESA?)
  - E) Determine Lift Vehicle Costs
  - F) Determine if Lander can Land under it's own power If not, design cost effective solution

### Phase 2 – Expenses and Deliverables

- 1) Fund full time efforts of 8 to 12 principles for up to 12 months or until phase 3 can be approved/started; Ability to hire 10-20 Engineers Full/Part Time to define the Engineering Specs.
- 2) Funding Expenses around Development of the Board
  - A) Flight Costs
  - B) Lodging Costs
  - C) Foods Costs
  - D) Other costs
- 3) Funding the development of plans and documentation
  - A) (Refine) Detailed Project Plan
  - B) (Refine) Operating Agreements
  - C) (Refine) Contract Setup for Investors
  - D) (Refine) Development of Futures Contract
  - E) (Refine) Dev. of Board of Directors/Principles Contracts
  - F) Define the Management Structure
  - G) Operational Plans for all 4 companies
- 4) Engineering Deliverables
  - 1) Lander (Determine if Blue Origin's Lander will work or not)
  - 2) Liftoff with Partern (ESA?)
  - 3) Booster to Moon
  - 4) Flight Plan
  - 5) Re-Entry
  - 6) Mission Control
  - 7) Master Integration
  - 8) Communications
  - 9) Interface Control
  - 10) Risk Management
  - 11) Quality Assurance
  - 12) Program Control

These plans would include three evaluations:

  - 1) Program Objectives to Include Rovers (Across Nations)
  - 2) Program to use only one Rover
  - 3) Program that only uses the Lander

### Investors Returns

Targeted Returns for Stock  
Base of 10 Million Shares.

P-0 – 25 Cents/Share – 85%  
P-1 – \$1/Share – 58% IRR  
P-2 – \$3/Share – 35% IRR  
P-3 – \$5/Share – 26% IRR  
P-4 – \$7/Share – 20% IRR  
P-5 – \$9/Share – 11% IRR  
With a Target of \$10/Share at  
Phase 5 Completion

Targeted Returns for 3 Million  
Product Futures at 10% per Phase.

P-0 – None  
P-1 – \$10 – 58% IRR  
P-2 – \$30 – 35% IRR  
P-3 – \$50 – 26% IRR  
P-4 – \$70 – 20% IRR  
P-5 – \$90 – 11% IRR  
With a Target of \$100 per  
1/10<sup>th</sup> of a gram Phase 5

### Phase 3 - Goals

In this phase we are obtaining the buildings/office space, build the infrastructure, obtain additional capital, hire personnel and build the transport vehicles. There are five objectives: 1) Corporate Development (Leasing, Logos, etc.) 2) Infrastructure Buildout 3) Additional Capital 4) Hire personnel 5) Build the Transport Vehicles

### Phase 3 – Required Investment / Timing

Targeted Amount:  
\$25M to \$40M  
Estimated Revenues:  
\$20M to \$50M  
Open to general public, \$50,000 for individuals.  
Open to investment firms and companies, \$100,000 Minimum.  
Timing: (6-12 Months)  
Starting Winter 2012/2013  
Latest Completion Winter 2013/2014

### Phase 3 – Expenses and Deliverables

- 1) Fund full time efforts of 15 to 20 principles for up to 12 months or until phase 4 can be approved/started; Ability to hire 30-100 Personnel Full/Part Time to define initially staff the 4 companies.
- 2) Funding Expenses around Development of the Board
  - A) Flight Costs
  - B) Lodging Costs
  - C) Foods Costs
  - D) Other costs
- 3) Funding the development of plans and documentation
  - A) (Finalize) Detailed Project Plan
  - B) (Finalize) Operating Agreements
  - C) (Finalize) Define the Management Structure
  - D) (Finalize) Operational Plans for all 4 companies
- 4) Build the Organizations
- 5) Build the Transport / Test Sub-Systems
  - A) Lander
  - B) Booster

### Phase 4 - Goals

In this phase we are aligning personnel, do organizational dry runs, raise additional capital, start executing the marketing plan, approval of the Luna as an international reserve and test the transport vehicles. The six objectives are: 1) Complete personnel hires 2) Perform dry runs 3) Additional Capital 4) Start the marketing plan 5) If the Luna is Approved Petition countries 6) Test the Transport

### Phase 4 – Required Investment / Timing

Targeted Amount:  
\$50M to \$85M  
Estimated Revenues:  
\$50M to \$75M  
Open to general public, \$100,000 for individuals.  
Open to investment firms and companies, \$500,000 Minimum.  
Timing: (6-12 Months)  
Starting Winter 2012/2013  
Latest Completion Winter 2013/2014

### Phase 4 – Expenses and Deliverables

- 1) Fund full time efforts of 15 to 20 principles for up to 12 months or until phase 4 can be approved/started; Ability to support 80-100 Personnel Full/Part Time to run the 4 companies. Ability to support the hiring of 50-100 more personnel.
- 2) Funding Expenses around Development of the Board
  - A) Flight Costs
  - B) Lodging Costs
  - C) Foods Costs
  - D) Other costs
- 3) Dry Run the Organizations
- 4) Test the Transport
  - A) Lander
  - B) Booster

### Phase 5 - Goals

In this phase we are executing on the mission, publishing the digital content of the mission and distributing the product. Thus this testing phase includes four objectives: 1) Execute the mission 2) Publish the digital content and 3) Distribute the product

### Phase 5 – Required Investment / Timing

Targeted Amount:  
\$100M to \$125M  
Estimated Revenues:  
\$80M to \$110M  
Open to general public, \$100,000 for individuals.  
Open to investment firms and companies, \$500,000 Minimum.  
Timing: (6-12 Months)  
Starting Winter 2012/2013  
Latest Completion Winter 2013/2014

### Phase 5 – Expenses and Deliverables

- 1) Fund full time efforts of 8 to 12 principles for up to 12 months or until phase 3 can be approved/started; Ability to support 200-250 Personnel Full/Part Time to run the 4 companies.
- 2) Funding Expenses around Development of the Board
  - A) Flight Costs
  - B) Lodging Costs
  - C) Foods Costs
  - D) Other costs
- 3) Execute the Mission
- 4) Package Product
- 5) Distribute Product

### Estimated Costs for Phases

	In Millions						Totals
	Phase 0	Phase 1	Phase 2	Phase 3	Phase 4	Phase 5	
<b>Mission Moon LLC</b>							
General Administrative	\$0.1	\$0.2	\$0.3	\$1.0	\$1.5	\$2.0	\$5.1
<b>Marketing Mission Moon</b>							
General Administrative	\$0.0	\$0.2	\$0.3	\$1.0	\$1.5	\$2.0	\$5.0
Advertising	\$0.0	\$0.0	\$0.5	\$5.0	\$10.0	\$20.0	\$35.5
Reality TV	\$0.0	\$0.0	\$0.0	\$0.1	\$0.2	\$0.3	\$0.6
Movies	\$0.0	\$0.0	\$0.0	\$0.1	\$0.2	\$0.3	\$0.6
Merchandising	\$0.0	\$0.0	\$0.0	\$0.2	\$0.4	\$1.0	\$1.6
Gaming	\$0.0	\$0.0	\$0.0	\$0.2	\$0.4	\$1.0	\$1.6
Digital Rights	\$0.0	\$0.0	\$0.0	\$5.0	\$5.0	\$5.0	\$15.0
<b>Banking Mission Moon</b>							
General Administrative	\$0.0	\$0.2	\$0.3	\$1.0	\$1.5	\$2.0	\$5.0
Banking Support Functions	\$0.0	\$0.0	\$0.5	\$5.0	\$10.0	\$15.0	\$30.5
<b>Engineering Mission Moon</b>							
General Administrative	\$0.0	\$0.2	\$0.3	\$1.0	\$1.5	\$2.0	\$5.0
Engineering Support Functions	\$0.0	\$0.2	\$5.0	\$20.0	\$50.0	\$70.0	\$145.2
<b>Total Costs By Phase</b>	<b>\$0.1</b>	<b>\$1.0</b>	<b>\$7.2</b>	<b>\$39.6</b>	<b>\$82.2</b>	<b>\$120.6</b>	<b>\$250.7</b>

### Valuation Analysis – Revenues/Costs

	In Millions									
	Phase 0-2	Phase 3	Phase 4	Phase 5	Year 1	Year 2	Year 3	Year 4	Year 5	Year 5
<b>Mission Moon LLC and Mission Moon Transport</b>										
Generated Revenue	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0
<b>Marketing Mission Moon (No Product Sales)</b>										
Advertising, Reality TV, Movies, Merchandising, Digital Rights	\$0.0	\$20.0	\$50.0	\$80.0	\$80.0	\$60.0	\$40.0	\$30.0	\$10.0	\$370.0
<b>Marketing Mission Moon (Product Sales @ 500 kilos)</b>										
Product Sales with 10% Commission to support costs	\$0.0	\$0.0	\$0.0	\$0.0	\$20.0	\$10.0	\$2.0	\$2.0	\$1.0	\$35.0
<b>Banking Mission Moon (Product Sales)</b>										
Product Sales to Support Banking Operations (Assets)	\$0.0	\$27.0	\$21.0	\$27.0	\$180.0	\$90.0	\$18.0	\$18.0	\$9.0	\$390.0
<b>Mission Moon Costs</b>										
General Costs Per Phase and Year	\$8.3	\$39.6	\$82.2	\$120.6	\$60.0	\$50.0	\$40.0	\$20.0	\$10.0	\$430.7
<b>Resulting Positive Cash Flow</b>										
Cash Flow - Estimated	-\$8.3	-\$19.6	-\$32.2	-\$40.6	\$40.0	\$20.0	\$2.0	\$12.0	\$1.0	-\$25.7
Accumulated Assets from Product Sales	\$0.0	\$27.0	\$48.0	\$75.0	\$255.0	\$345.0	\$363.0	\$381.0	\$390.0	na
Assets Minus Costs per Phase and Year	-\$8.3	\$7.4	-\$11.2	-\$13.6	\$220.0	\$110.0	\$20.0	\$30.0	\$10.0	\$364.3
Accumulated Assets-Costs	-\$8.3	-\$0.9	-\$12.1	-\$25.7	\$194.3	\$304.3	\$324.3	\$354.3	\$364.3	na
Per Share Value (10 Million Shares)	-\$0.8	-\$0.1	-\$1.2	-\$2.6	\$19.4	\$30.4	\$32.4	\$35.4	\$36.4	na
Estimated Value of Product per 1/10 th Gram	na	na	na	na	\$100.0	\$100.0	\$100.0	\$100.0	\$100.0	na
Percent In Reserve to Support Market (5 million units)	na	na	na	na	39%	61%	65%	71%	73%	na