

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 – Create Board of Advisors

- 1a) Board of Advisors – Credibility
Mission Moon will seek out the best experts from all relevant industries to help guide the project to success.
- 1b) Board of Directors – Drawing from some or all of the following:
- A) Entrepreneur/Start-up
 - B) Aerospace
 - Booster – Space X, Ariane
 - Transfer Vehicle - Boeing
 - Architecture – Systems engineers
 - C) Commercial Space
 - Lander – Blue Origin
 - Other – Bigelow, Kistler, etc
 - D) Marketing/Advertising/Entertainment
 - Online commerce: e.g. Google (X Prize)
 - E) Robotics – Rovers
 - F) Financial/Investment
 - Currency, Futures, Commodities
 - G) Collectibles

Phase 1 – Alignment of Players

- 1a) Alignment of Players – Leverage
Mission Moon is dedicated to ensuring the best relationships are in place to guide and fund the project toward success. The decisions around an alignment to partners are critical for the success of the overall project.
- 1b) Alignment of Players - Industry Mix
Aligned Players should be from the following industries: A) Aerospace - NASA, Boeing, etc.; B) Mining; C) Entertainment; D) Online Advertising; E) Marketing; F) Robotics; G) Aerospace - Lander/HeavyLift Vehicle; H) Financial Institutions - Paypal, etc. I) On-Line Commerce - Amazon, Ebay, etc.; J) Educational Institutions
- This goal is to complete the development of the relationships that have been started in Phase 0. We should complete Phase 1 with as many organizations entering into some commitment or contract that would allow Phase 2 to proceed such that no player could exit such that the project would then be in jeopardy.

Phase 2 – Costing the Organization

- 1a) Costing the Organization - Execution Footprint
Mission Moon is dedicated to providing a product and experience to the consumer that they will want to come back for more and will want to use the Mission Moon products in their every day life. To achieve that perspective the details of how the organization will be run with the positions, salaries, job descriptions, etc needs to be accounted and defined. Once defined they must be assessed against the desired budget to determine what needs to stay and what needs to be removed from the execution plan.
- 1b) Costing the Organization – Framework
The following needs to be defined: 1) Mission Moon Holding; 2) Mission Moon Transportation; 3) Mission Moon Marketing 4) Mission Moon Banking
These plans would include choosing one of these three approaches:
1) Program Objectives to Include Rovers (Across Nations)
2) Program to use only one Rover
3) Program that only uses the Lander
The first option will provide the most marketing bang for the buck while the last option is the least risk approach. Where the organization needs to be assessed first at a high level of the overall complexity, costs and risks for each approach. Once a decision is made on the approach, then more detailed numbers can be established and implemented around the costs.

Phase 0 – Find Early Investment and Seed Funding

- 2a) Early Investment and Seed Funding – Protection
The efforts for early investment or seed money would be used to pay one to two full time principles/advisors in developing the detailed project plan and investing in relationships to successfully define a true industry board that could guide the success of the overall effort.
- The investor would be responsible to approve all agreed to documentation for the initiation of Phase 1 with the associated investment plan. These investments would also be translated to shares in the company or associated futures upon the initiation of Phase 3.

- 2b) Early Investment and Seed Funding – Goals
The following are the goals the funding will support;
- 1) Fund full time efforts of 1 to 2 principles for 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 Trip
 - B) Determine if Blue Origins can be Partner/Investors

Phase 1 – Collection of Funds

- 2a) Collection of Funds – Protection
Mission Moon is dedicated to ensure that your money is spent in the appropriate manner at the appropriate time. Any funds/checks received for investment or futures purposes will be properly documented and deposited.
- Investors: The investors that invest dollars directly into the Mission Moon organization (they do not purchase futures) will understand that the investment would be used to fund the Phases of the mission.
- Futures: The futures funds will not be used until all players are in place and Phase 3 is initiated. See the details in the Business Plan Appendix for how funds are returned if Phase 3 is not initiated.
- 2b) Collection of Funds – Goals
The Phase 1 goal is to collect futures and have the board of directors solidified to initiate Phase 2.
The following are the goals the funding will support;
- 1) Fund full time efforts of 2 to 4 principles for 12 months or until phase 2 can be approved by Board and Investors.
 - 2) Funding Expenses around Completing the Board
 - 3) Funding the development of plans and documentation
 - 4) Risk Management Investments
- (See the Business Plan Appendix for Details on the Goals)

Phase 2 – Engineering & Program Approach

- 2) Engineering the Solutions
The engineering team will need to perform initial development of approaches and specifications around how the Lander will be built or augmented (If the Blue Origin Lander will work).
- 3) Deciding on the Program Approach
The Program Approach Decision will happen at this point. The following will be the criteria for making the decision:
- 1) Evaluation of all the Marketing Tools available
 - 2) Determine price points for the Products to be Sold
 - 3) Evaluate the Futures rates to determine if price points possible
 - 4) Establish Marketing Budget to Hit Cost Points
 - 5) Evaluate with all three scenarios
 - 6) Determine budget for Banking based on scenario Include recommendations on implementing the Luna
 - 7) Determine budget for Transportation (Engineering)
 - 8) Evaluate total budget against the Revenue Predicted
 - 9) Positive Cash Flow? If not, re-evaluate with less risky option
 - 10) If less risky option still shows no positive cash flow, cancel project and return futures money as stated in Phase 1.

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 – Create the Corporation

1) Corporate Development

This effort is around fully funding the leasing of buildings, office space and equipment. It also includes all the corporate set-ups such as office supplies, marketing 3rd parties and development of the HR and Finance department in process and software selection and purchase.

Additional expenses would be included in this area for software purchases to properly support the Marketing and Banking entity.

Phase 3 – Infrastructure, Capital, Personnel and Build

2) Infrastructure Build-out

The infrastructure build-out is to indicate that all the objectives for all 4 groups must be achieved prior to moving to Phase 4. So the Mission Moon Group must hit their objectives along with the Transportation, Marketing and Banking groups for building out their needed processes and supporting software.

Great Examples of Process and Software Setup would be:

- 1) Mission Moon LLC Intellectual Property Management
- 2) Mission Moon LLC Contract Management
- 3) Mission Moon Transportation Flight Management
- 4) Mission Moon Marketing Internet Site
- 5) Mission Moon Marketing CRM/Sales Systems
- 6) Mission Moon Banking Product Management

There will be many more systems that may be required to be installed that should be specified in Phase 2 to ensure the proper costing and budgeting is set up. Where Phase 3 these systems will be implemented such that they can be properly tested in Phase 4.

2) Additional Capital

Additional capital is raised at this point. Since most of the critical risks have been mitigated the cost per unit and share would now be more.

3) Hire Personnel

This would be the point in which the organization would hire the personnel to staff all four groups, Mission Moon, Transportation, Marketing and Banking. The hiring would be limited to the Phase 3 planning and objectives set out by these groups.

4) Build the Transport Vehicles

This is the development of testing and production systems for the flight. The engineering team will either use existing Landers and augment them or build the lander from the ground up.

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 – Alignment Personnel, Dry Runs and Capital

1) Align personnel and complete personnel hires

This is the alignment and training of personnel to execute for Phase 5. All infrastructures should be in place and the new teams should be testing processes to ensure phase 5 will execute as expected. Any challenges, if not show stoppers, will be built into the processes instead of changing the software.

2) Perform Dry runs

The new teams will write their dry run procedures and perform them such that they will feel comfortable to go for Phase 5. Delays should only occur if the groups see VERY high catastrophic risk occurring with-out changes being implemented.

3) Additional Capital

Additional capital is raised at this point. Since most of the critical risks have been mitigated and most of the infrastructure has been built, the cost per unit and share would now be more.

Phase 4 – Marketing Execution, Luna Rollout, Testing

4) Start the execution on the Marketing Plans

This would be starting the advertisements, Reality shows and other marketing efforts should be in full swing at this point of the program. If there are competing teams we should see these teams engaged in Phase 4. The Internet site should be live and generating revenue. The sales teams should be focused on selling the product. In short, the marketing plan should be in full swing at the start of Phase 4.

5) If the Luna is approved, Final Petition and Approval

If the team approves the Luna product, at this stage the program will be declared a go for launch assuming all testing performs as expected. At this time, the Banking team will need to petition all participating countries to accept the Luna as a new currency (Reserve Currency) or something of this nature. If no more than one or more countries do not accept the monetary currency, the product will be delayed for another day and any futures will be converted to the Eclipse Product.

6) Test the Transport Vehicles

If the engineering teams have built a testing vehicle along side of the production vehicle the testing vehicle should be tested to ensure that we will be successful. That may include the potential test of launching the test Lander into LEO (Low earth orbit) with the estimated weight from the return trip and attempt to land the test vehicle on earth. This would mitigate potential risks around the Lander's potential failure at entry into the earth atmosphere.

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 – Mission Execution and Publish

1) Execute the mission

All the preparation for this effort will result in the execution of this mission. This will include the preparation stages to load the lander and booster into the lift vehicle to the final recovery of the product once the lander has landed.

2) Publish the digital content

Throughout these steps from preparation, launch, landing and return there will be a mix of digital content that will monitor and maintain a digital record of the events that would be shared through a set of channels, TV, Cable, Internet, etc.

Phase 5 – Distribute and Prepare for Next Mission

3) Distribute the product

Once the product is returned and the Mission Moon Transport team turns over the product to the Mission Moon Banking teams, they will prepare the Products and catalogue their existence. The Mission Moon Marketing teams will then be responsible for ensuring these products are distributed properly by supplying the delivery locations and the names of the owners. The Mission Moon Banking Team will enter the information and ship the products to the customers.

At this point the circle is now completed, the markets have been established and they will respond in such a way that will demonstrate a need to perform another mission. This second mission could focus on delivering the Luna if the first mission was not prepared to release the Luna product. Or if the Luna product was released the new mission could include other techniques like leaving a rover that would "hunt" for minerals on the moon. And there would be a OPEN project to track and discover what kind of minerals are beneath the surface of the moon.