

“Generating international moon based entertainment and investment products.”

2.0 Market Opportunity

Mission Moon LLC has identified four primary marketing opportunities, though more may be discovered as the program progresses.

Collectable Artifacts Market Opportunity (Eclipse™)

As of 2006, the Art, Antiques and Collectables industry exceeded \$13B in annual sales, with the entire Collectable industry exceeding \$250+ Billion (per the auctioneers.org brochure). Clearly there could be a market for moon-based collectable products that are properly packaged and uniquely identified to protect against fraud. Mission Moon LLC believes that if \$250 million (25% of the total \$1 Billion in moon dust/rock) of product was to be “auctioned”, the prices would bring in excess of \$1,000 per gram, given the proper marketing efforts and distribution techniques. However, more research and investigation needs to be performed to accurately value the possible market. The 2002 and 2009 Collectable Industry reports will be purchased in Phase 1 as part of the market definition and clarification activities.

References:

- Collectibles Industry Report, 2002 from <http://www.marketresearch.com/product/display.asp?productid=821192>
- The World Market for Collections and Collectors' Pieces...A 2009 Global Trade Perspective from <http://www.marketresearch.com/product/display.asp?productid=2062509&xs=r&SID=39404243-456800994-425949233>
- Collect Space Website - <http://www.collectspace.com/about.html>
- Auctioneer Brochure from auctioneers.org - <http://www.auctioneers.org/core/contentmanager/uploads/PDFs/AuctionIndustryResults/2006IndustryResearchResults.pdf>

Moon dust Commodity Market Opportunity (MoonStone™)

Recent news reports document NASA's current need for moon dust to help design equipment for the next series of manned moon missions – it is projected that NASA will need up to 500 tons of moon dust to complete their testing. As it turns out, moon dust has unique properties not found in Earth-based soils. It was formed when ancient meteors impacted the surface of the moon. The tremendous forces generated from the impacts fractured the lunar material, causing each grain of dust to have jagged, and rough edges. Since the moon has no atmosphere, the jagged edges have not been weathered away as they would have done on earth, and still remain exactly as they were created over the past several billion years. Thus, the Apollo astronauts discovered that moon dust sticks to everything and is highly abrasive to moving machinery, particularly joints. Simulating the properties of the dust is a critical step in designing the hardware for future moon missions. Thus far, NASA has been forced to use man-made synthetic moon dust for its studies. However, the real material is preferable, so the Mission Moon cargo would be in high demand by the engineering teams who would want to do testing with the “real stuff”. How much would they pay? If Mission Moon were the only supplier, a price tag of \$1,000 per gram would be reasonable, or \$10 million for 10,000 grams (22 pounds). This is well worth the price to ensure that the machines work when they arrive on the lunar surface since there is no second chance.

References:

- The Next Threat to Astronauts: Moon Dust (June 2007): http://www.popularmechanics.com/science/air_space/4216322.htm
- Wall Street Journal: One Small Step for Man, One Giant Mess in the Spacecraft: <http://online.wsj.com/article/SB124786241042159761.html>

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Reserve Currency Market Opportunity (Luna™)

Implementing a new idea on a global scale is certainly ambitious, but this entire venture is all about finding a practical solution for big problems. The Luna could be a potential new currency which would be based on the moon dust brought back and stored by Mission Moon. If the idea is sound, and it gains acceptance, it will likely start small and grow gradually over time. The concept that the Luna can play a part in defining an international reserve currency would initially start at a modest level by being an alternate currency for the common man. Initially it would play alongside the US dollar as a tool to help the common man manage their own wealth. The US Dollar is currently a de-facto international currency; and it also represents the basis for the world's reserve currency for many individuals around the world. But as the strength of the Dollar is now being questioned, experts and governments are looking to replace this currency with other international currencies linked to other commodities such as gold or oil. There has even been a suggestion of using “Carbon Credits” when they are enacted into law. These different suggestions do not directly address the primary concern about a reserve currency: the vulnerability of the currency to be affected by influences of governments. As long as a currency can be “manipulated” by a government, other governments will not trust the new standard. More importantly, the use of commodities such as oil, gold and even Carbon Credits is always suspect, as these commodities can have wild swings in value over time depending on the economic climate of the world. There is a direct need for a “commodity” that can be “valued” by the common masses, be readily available, and can be accurately controlled such that it properly represents the wealth of the common man/woman, the governments that support that common man/woman and the business climate in which it all exists. Moon Dust, properly packaged and supported by new technologies that have come into existence only in the past decade can fulfill that role.

References:

- China and the Dollar - <http://online.wsi.com/article/SB123802521198942455.html>;
- Wikipedia – Reserve Currency - http://en.wikipedia.org/wiki/Reserve_currency
- NAPA – Suggestion to use Carbon Credits as Reserve Currency - <http://opengov.ideascale.com/akira/dtd/5618-4049>
- BusinessWeek – China's Yuan: The Next Reserve Currency? - http://www.businessweek.com/globalbiz/content/may2009/gb20090522_665312.htm
- FoxBusiness – Russia Backs Call for New Reserve Currency - <http://www.foxbusiness.com/search-results/m/24399693/russia-backs-call-for-new-reserve-currency.htm>
- DailyFinance – Oil: The new reserve currency - <http://www.dailyfinance.com/2009/06/12/oil-may-be-the-new-global-reserve-currency/>

Marketing Revenues

One of the most interesting missed opportunities that could be lucrative for the commercial space industry is the unused marketing instruments which could be at their disposal. With the use of the Internet, RealityTV, gaming and movies, an integrated project could be created so that everyone, on any continent, could participate in the discoveries of the space industry. Many people would find this extremely exciting and enjoyable. Today, the perception is that space exploration it is an arena that is mostly reserved for the engineer or the nerd that never leaves home. Mission Moon LLC believes that this does not need to be the case, that there can be excitement and personal investment at the level of the average individual, and that it can energize the BRAND such that Mission Moon will be able to drive the sales channels of artifacts, commodities and currency to the desired price point goals.