

### **EVERY GENERATION HAS ITS HEROES**

Martine Rothblatt is a hero for our time, and she invites you to become one too. Besides starting the first satellite radio network, Sirius XM, and the first company to print transplantable human organs at scale, United Therapeutics, Martine envisions large human settlements in free space and on planetary bodies that will accommodate hundreds of thousands to millions of people living, working, and raising families in a shirt-sleeve environment. These space settlements, based on the visions of Gerard O'Neill, will be optimized to allow people to live life to its fullest. This is a long-standing vision, but Martine's methodology to get us there is unique, leveraging modern ideas of digitizing the human consciousness and using simple financial tools to underwrite this vast venture. In her speech to the National Space Society's International Space Development Conference® (ISDC®) she references many components of this vision and you should watch the videos below for inspiration. There are countless nuances within that will fire your imagination and allow you to create your own vision in the form of a well-designed, comprehensive business plan.

### **THOSE WHO CAN SEE WHAT OTHERS CANNOT**

Martine's vision goes well beyond traditional thinking about providing habitats for people to live in space. Her ideas encompass Mindfile® uploads of human consciousness, creating new bodies to load these files to in space (possibly adapted to the conditions of space, including radiation and zero-g), and developing a financial trust to underwrite this visionary plan. There are many, many other incremental technologies and business structures that can be developed as a part of this vision, so see what others cannot ... look into the dark corners and into a brighter tomorrow, and dazzle us with your creativity.

### **THOSE WHO THINK OUTSIDE OF THE BOX**

This competition is not for merely an idea or a proposal, but for a complete preliminary business plan that not only outlines your vision, but speaks to building it as a prosperous business endeavor. It is Martine's experience that building a robust business plan forces us to really think through the nuances and validity of our ideas, and adds the possibility of getting it funded. In this way we can push well beyond our current limits, benefit society, and contribute to the global economy with one initiative.

Some possible areas for business plan development for this competition include, but are certainly not limited to:

- Elements of transhumanism
- Life support systems for large space habitats
- A virtual experience of a space settlement usable in VR
- Transportation technologies and business structures
- Management of Mindfile™ digital content
- Legal considerations of living off-Earth, of living in cloned bodies, and all the intricacies surrounding this
- Legal trust issues for both the citizens of the space settlements and their relations on Earth
- Legal and social structures of space settlement societies



## Rothblatt Space Settlement in Our Lifetime Prize Business Plan Competition

And much more—you will find more inspiration in the videos provided. Examples of well-structured and well-written business plans can also be found below.

### WE SEEK TEAMS WITH DETERMINATION AND VISION

The Martine Rothblatt Space Settlement in our Lifetime Prize is a competition that will award three monetary prizes for business plans that advance Ms. Rothblatt's vision for space settlement in our lifetime.

**KEPLER: \$8,000 USD**

**NEWTON: \$5,000 USD**

**LAGRANGE: \$3,000 USD**

This competition is not a trivial undertaking, and will require the building of an energetic, free-thinking and resilient team. You likely know some of these people already, and with enough effort can find others to join you. Be the best and brightest, and surround yourself with dazzling talent, to begin the process.

To learn more about her vision, watch the Rothblatt Vision video at <https://go.nss.org/MartineSDC2019>

### TAKE THE FIRST STEP

#### STEPS TO ENTERING THE ROTHBLATT SPACE SETTLEMENT IN OUR LIFETIME PRIZE COMPETITION:

- Enter your email address on the website, and we will send you updates and entry materials for the competition. Your information will not be sold or distributed.
- Submit an entry form at <https://spacebizplan.nss.org> no later than 11:59 PM ET on ~~July 6, 2021~~ August 10, 2021.
- Once your business plan is complete, please submit as a PDF in the submission form on the website on or before ~~July 20, 2021~~ August 30, 2021 for consideration. Late entries will be not be accepted.

Finalists will be judged by a team of space professionals as represented by the National Space Society's Gerard O'Neill Voyagers Circle. All decisions will be final.

#### Proposals to include:

- Biographies of team members
- A brief executive summary—your business idea described in 2-3 paragraphs at maximum.
- A narrative description of your proposed business.
- Financial projections.
- Resources required.
- A "game plan" with timeline.

**HINTS: Keep it simple**, even if your topic is complex. Bear in mind that your ultimate audience are **potential investors**. **Avoid excessive acronyms** unless necessary—and then define them.



## Rothblatt Space Settlement in Our Lifetime Prize Business Plan Competition

Remember that **this is a story wrapped in a business document**—you should tell us a compelling story of your vision, followed by your business design and specifics. **Use graphics, images and diagrams** where needed to illustrate your points. Stock images of people in offices and other “generic” images are not helpful. **Proofread** and correct your text. All entries must be presented in **English**.

The plan should be no shorter than 20 (one-sided) pages and no longer than 75 (one-sided) pages, excluding financial statements and the index.

While there are no specific age limitations, this competition is intended primarily for high school and university students as well as young professionals.

For a better understanding of Martine’s vision for space settlement, and to inspire your own thinking, please view her presentation below.

### **Martine Rothblatt Space Settlement in Our Lifetime Explainer Videos:**

<https://go.nss.org/MartineBizPlan>

<https://go.nss.org/MartineSDC2019>

<https://go.nss.org/MartineL5inOurLifetime>

Examples of good business plans and how to create them:

<https://www.thoughtco.com/sample-business-plan-4083327>

<https://www.startups.com/library/expert-advice/top-4-business-plan-examples>

Culina business plan: <https://go.nss.org/CulinaBizPlan>

LiveShopBuy: <https://go.nss.org/LiveShopBuyBizPlan>

**NOTE: This competition is void where prohibited, but international entries are welcomed.**

For more information about the Rothblatt Business Plan Competition email [spacebizplan@nss.org](mailto:spacebizplan@nss.org)

The National Space Society is proud to announce the Rothblatt Space Settlement in Our Lifetime Prize Business Plan Competition. Entrants can win \$8,000, \$5,000, or \$3,000 for their business plan that enable space settlement based on Rothblatt's vision of the future as presented at ISDC 2019. See the video at: <https://go.nss.org/MartineISDC2019>.

### What are the requirements?

- You can live anywhere. There are no residency requirements.
- Teams composed of 2 or more team members are required to participate.
- Entrants of all ages are encouraged, but note that all applicants compete against each other in a single pool.
- Watch the Rothblatt Vision video <https://go.nss.org/MartineISDC2019>
- Submit an entry form at <https://spacebizplan.nss.org> no later than 11:59 PM ET on ~~July 6, 2021~~ August 10, 2021.
- Upload your business plan to <https://spacebizplan.nss.org> no later than 11:59 PM ET on ~~July 20, 2021~~ August 30, 2021.
- All entries must be in English.

### Prizes – sponsored by Martine Rothblatt:

\$8,000 – 1st place, KEPLER  
\$5,000 – 2nd place, NEWTON  
\$3,000 – 3rd place, LAGRANGE

- All decisions of the judges are final.
- Disbursement of the prize money will be awarded to each winner following the end of the competition. The winners will have sole responsibility for deciding how to allocate or otherwise use their prize proceeds.
- Please note that the awards are taxable and that the contest must have the team leader's Social Security number or company tax id number for the W9 form (or W8 form) before a prize check can be issued.

### Your Business Plan must contain the following:

1. A cover page with the name of the team, the team members, and the street address, telephone number, and email address of the team leader.
2. A Table of Contents.
3. One-page Executive Summary.
4. Page numbers throughout the business plan.
5. Financial Projections should include a description of sources and uses of funds, and notes documenting financial assumptions.

### Business Plan Requirements

- Your Business Plan, including the financials, must be uploaded as ONE (1) file in PDF format.

- It should be no shorter than 20 (one-sided) pages and no longer than 75 (one-sided) pages, excluding financial statements and the index.
- Use Arial font no less than 10pt with 1-inch margins.

**Please note:**

- NSS will not reimburse entrants for any expenses related to the compilation or assembly of your Business Plan.
- All Business Plans submitted will be destroyed shortly after the competition has ended so please retain copies of all submitted material.

**Judges Review**

Judges will be members of the National Space Society’s Gerard O’Neill Voyagers Circle.

Judges will evaluate each Business Plan based on the following criteria:

- Connection of the Business Plan to the Rothblatt vision of space settlement.
- Scientific/technological/business feasibility.
- Clear communication.

Judges will be asked to remove themselves from judging a plan if they have a conflict of interest, such as a pre-existing family or business relationship with any team or team members.

**Judging Process**

- ~~July 6, 2021~~ August 10, 2021 – Each team must submit an entry form at <https://spacebizplan.nss.org> by this date.
- ~~July 20, 2021~~ August 30, 2021 - Business Plans must be uploaded to <https://spacebizplan.nss.org> no later than 11:59 PM ET on this date.
- September - The NSS Gerard O’Neill Voyager Circle judges will review the submitted business plans and choose the three final winners.
- September/October – Three winning teams will be invited to the NSS Space Settlement Summit 2021. The Rothblatt Competition will pay the travel and hotel expenses for one person representing each of the three winning teams to attend the NSS Space Settlement Summit 2021 to receive their awards.
- November – During the NSS Space Settlement Summit 2021 the three winning teams will each do a 15-minute presentation with a 5-minute Q&A. Following the 3 winning team presentations judges attending the Summit will decide the 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> place teams.

**Confidentiality**

By the submission of your Business Plan, you understand and agree that a short description of your Business Plan will be considered a “public summary” of your plan and may be used in public documentation related to the competition. The contest will provide a copy of your business plan to competition staff and judges and will inform them that no additional copies are to be made.

For more information about the Rothblatt Business Plan Competition email [spacebizplan@nss.org](mailto:spacebizplan@nss.org)