

## BUSINESS PLAN SUMMARY

### BUSINESS DESCRIPTION AND BUSINESS

*When astronauts are in space there's no gravity. The Institute of Artificial Gravity's (IAG) purpose is to research, develop and deploy technologies that create a simulation of gravity to reduce or eliminate the negative effects of zero gravity on the body.*

*Our vision is to develop a technology-based simulation of gravity that operates within habitable spaces in spacecraft with the purpose of improving astronauts' health in space. It is both a healthcare and an Aerospace product.*

Our goal is to put our simulation of gravity in all spacecraft. We will have a dedicated team of engineers developing the technology and aerospace medical doctors to ensure both a measurable benefit for the astronauts' use and safety.

Continued and sustained research and development in the simulation of gravity will be indispensable to manned spaceflight and the future inhabitation of space.

Our technology creates a pressure force in a zero-gravity environment that creates the same physical effects as gravity on earth. As a result, the effects of zero-gravity on the human body would be lessened or minimized in space.

### BUSINESS OPPORTUNITY DRIVERS

The scientific community wants to take civilians into space by the year 2033.



- 1) Private companies and Boeing are making spaceships now, meaning the market for gravity simulation is increasing. There will be a critical mass after which spaceships will be produced in greater numbers in order to transport many humans into space for exploration and living. Our technology will eventually be installed in non-spaceship, habitable spaces on other non-earth-gravity planets like homes and offices.
- 2) Inevitably, based on current spaceship development and scientific community goals, our earth civilization will become a multi-planetary civilization.

## STRATEGIC OBJECTIVES

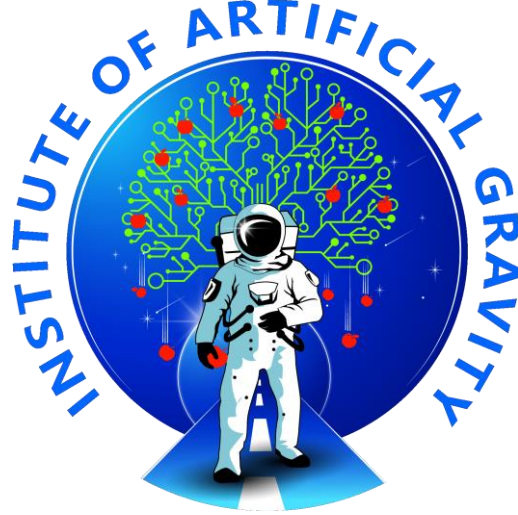
The strategic objectives of the IAG for the next 3 years are technology development through research, development, and testing. We will conduct business development with potential buyers of the technology. Continuous and improved development of our technology is a core idea of our business.

The current, strategic objectives of the IAG are to ensure that a fully processed patent is filed and that funds for prototyping are secured.

After both benchmarks are achieved, we will develop a prototype that demonstrates the tangible benefits for astronauts of simulating artificial gravity, so that significant funding is secured for building a version that is sold to private aerospace companies, publicly-traded aerospace companies, and government space agencies.

The current, strategic objectives are:

1. File definitive patent
2. Secure funds for prototyping.



3. Develop prototype and tangible performance benchmarks.

## USE OF FUNDS

Activity 1. Hire engineers and doctors to do Research.

Activity 2. Continued Research and fund-raising

Activity 3. File patent

Activity 4. Develop prototype and conduct performance benchmarking

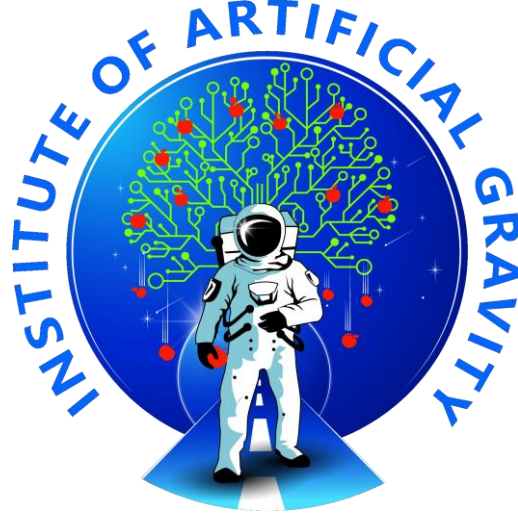
Activity 5. Secure additional fundraising for developing a commercial version and reaching potential customers in the private and public space industry.

Activity 6. Secure in-space testing agreement

Activity 7. Technology commercialization to Nasa, Esa, Russia, China, and many private and publicly-traded businesses.

## BUSINESS MODEL

The Institute of Artificial Gravity's technology focuses on improving the health of astronauts in space. The implementation of said technology's direct, positive impact on astronaut health improves their work-longevity and performance, enabling their



aerospace company and space agency employers to maximize their investment in time, training and productivity.

We are considering a combination of hardware fees, license fees and maintenance fees. These fees will be per deployment. Each deployment will correspond to one habitat in space or spaceship.

Revenue = (hardware fee + license fee) x Number of habitable places + yearly maintenance fee

***Revenue = Number of sales \* price of hardware + license fee + yearly maintenance fee.***

Profitability will be based on the number of deployments secured. Operating profit is reflected by the yearly maintenance fee covering all costs of the maintenance services.

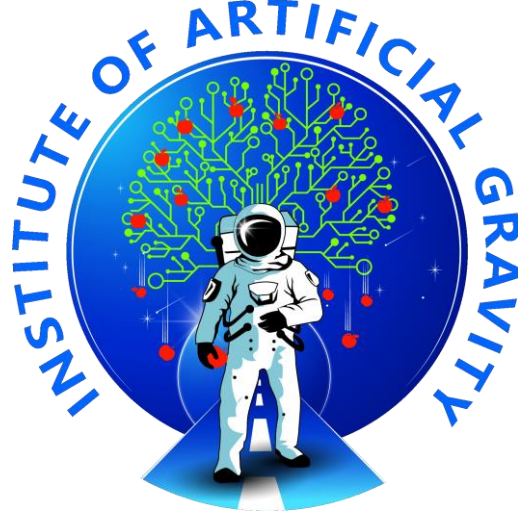
Company profit is reflected by the sale of the hardware and licenses per habitable space or spaceship.

Our target markets are in the USA, Europe, and Asia.

Specifically, we will target the Space agencies in those areas as well as all private and publicly-traded aerospace companies.

## **MAIN ADVANTAGES**

The main advantage of IAG's technology is its focus on the NEED of simulating gravity in space for working and living and for the well-being of astronauts in Space. We intend



to constantly research and develop practical ways of creating and improving the effects of our gravity simulation in space. The research and development encompass all science and technology that can serve the health and enjoyment of humans in space.

## MAIN COMPETITORS

The competitors in IAG's markets can also be its customers. All Public Space agencies have programs within them that are dedicated to the study of Artificial Gravity; however, due to budgetary constraints, their focus is on other areas such as robotics, propulsion, etc...

Private companies focus exclusively on propulsion and "get into orbit" technologies, with the exception of SpaceX with its interplanetary transport system. SpaceX is private. Its endeavors are so large that they are focusing on practical problems to get humans to Mars. They do not have the necessary budget for investing in research and development of gravity simulation.

## CONCLUSION

The objectives of the INSTITUTE OF ARTIFICIAL GRAVITY is to ensure that a fully-processed patent is filed this year and that funds for prototyping are secured. After both benchmarks are achieved, the objective is to develop and showcase a prototype that demonstrates the tangible benefits for astronauts of simulating artificial gravity on astronauts in order to secure significant funding and build a commercial version for sale.