

PROJECT PLAN

21/07/2018 – JULIAN FERNANDEZ – FOSSAT

CONTEXT

We are a young international team of engineers and developers working on an open source 5x5x5cm pocketcube satellite able to be programmed from earth, it will be the first of its kind to feature deployable solar panels..

We have always been passionate about the aerospace sector and are hoping to allow students & organizations from all over the world to have access to flight hardware in orbit, opening space participation to the masses. Thanks to the inflight ability to be programmed, the satellite will have be in orbit for an estimated >10 months with the ability to be programmed to run experiments for educational and commercial applications.

Our project, as the name implies, is based on a "Free open source software" mentality, allowing anyone to contribute to the project and participate in the project or use our design/findings.

BUDGET

Our goal for this current stage of project is to successfully develop and launch a satellite into orbit, future development of the project will most likely occur but achieving orbit is the main plan.

Research & development	500\$
Prototype construction	900\$
Licenses & General Administration Fees	500\$
Marketing and PR (Hosting, Domains, General Marketing)	500\$
Launch	25,000\$

FUNDING

Funding will be an essential part of the project due to the costs involved with launching an object into space, the following funding options are considered for the project and a combination of said options could be used.

- Crowdfunding
- ICO
- University funding
- Sponsorships

Crowd-funding would involve the creation of a fairly costly marketing campaign as we would be relying on the participation of strangers, mainly influenced by this campaign, Appealing rewards such as the “fly your code” would be offered.

Creating an ICO would mainly involve the development of a white paper in order to present the project to possible investors. Similarly to the crowd funding, we would offer discounts or rewards as a utility token in exchange for the investment. Without directly selling a share of the company like in an initial public offering (IPO). This option is more properly suited for a later business model, as it will have a larger upfront investment. This option however would probably be the most effective at funding the mission though due to its probable interest in the ICO market.

University funding and sponsorships will most likely be part of the funding for project regardless of whether it is the main source of income or not, these can be obtained in exchange for marketing space or general participation.