



TEAM

THE SPACE STRIKERS

OPEN SCIENCE STORYTELLING



## The Space Strikers

# MEET OUR TEAM



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ARTS & WEB  
DESIGN



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3RD YEAR [CSE]  
VIDEO EDITING &  
FRONTEND



# PROBLEM STATEMENT?

2023 is the Year of Open Science! Sharing success stories is a great way to showcase the wonderful open science work accomplished by the global community, and provides real-world examples of successful ways to integrate open science into the scientific workflow. Your challenge is to tell an open science success story in a creative way using any form of storytelling—from singing to poetry to dance to puppetry to acrobatics and beyond!





# OUR SOLUTION STATEMENT

1. **Exciting Space Stories:** Our website shares amazing space stories using 3D videos, poems, cool pictures, and easy-to-understand research.

2. **Making Space Simple:** We explain space stuff in a simple way so that anyone, even if you're not a scientist, can enjoy and understand it.

3. **Space Lovers' Club:** You can chat with other space fans, scientists, and storytellers on our site. We all share our space stories, poems, pictures, and research. It's like a big space-loving club!





# LEAN CANVAS

## CONTEXT:

- It shows how scientists working together and sharing their discoveries are like superheroes on a team.
- Kids benefit because they get to learn more amazing science stuff and it makes learning fun about space.

## •PROBLEM:

- Limited access to open science content.
- Ensuring quality and accuracy in storytelling.
- Engaging diverse audiences effectively.
- Ensuring long-term sustainability of storytelling efforts.
- Safeguarding data privacy and ethics in open science narratives.

## •ALTERNATIVES

- Traditional Closed Science
- Proprietary Research Practices
- Limited Data Sharing
- Non-collaborative Scientific Methods
- Closed-access Journals

## CUSTOMERS:

- Scientists
- Researchers
- Educators
- Students
- Science Enthusiasts

## EMOTIONAL IMPACT:

- Inspiration
- Empowerment
- Engagement
- Connection
- Awareness

## QUANTIFIABLE IMPACT

- Increased Collaboration
- Enhanced Knowledge Sharing
- Improved Research Reproducibility
- Greater Access to Scientific Findings
- Accelerated Scientific Progress

## ALTERNATIVES SHORTCOMINGS

- Limited Transparency
- Slower Scientific Progress
- Reduced Collaboration
- Higher Costs
- Inequality in Access to Research



# BUSINESS MODEL CANVAS

## Key Partners

- Space Research Institutions
- Educational Institutions
- Space Enthusiast Communities
- Advertisers and Sponsors
- Space-related Merchandise Suppliers

## Key Activities

- Content Creation (3D videos, poems, articles)
- Community Management
- Marketing and Promotion
- Organizing Workshops and Events

## Key Resources

- Content Creators (Scientists, Writers, Artists)
- Website and IT Infrastructure
- Marketing and Promotion Team
- Collaboration Partnerships

## Value Propositions

- Simplified space science through 3D videos, poems, and visuals
- Space Lovers' Club for community engagement
- Inspiring the next generation of space explorers
- Bridging the gap between scientific knowledge and the public

## Relationship

- Engage with customers through online forums, social media, and webinars
- Personalized interactions within the Space Lovers' Club

## CHANNELS

- Website and Mobile App
- Social Media (Facebook, Twitter, Instagram)
- Online Advertisements
- Collaboration with space-related organizations
- Educational Institutions

## CUSTOMER SEGMENTS

- Space Enthusiasts of all ages
- Students and Educators
- Scientists and Researchers
- General Public interested in space

## COST STRUCTURE

- Content Creation Costs
- Website Maintenance and Hosting
- Marketing and Promotion Expenses
- Staff Salaries
- Event and Workshop Costs
- Merchandise Production Costs

## REVENUE STREAMS

- Ad Revenue from Website
- Membership Fees for Space Lovers' Club
- Merchandise Sales
- Sponsorship and Collaboration Agreements





# WHY THIS IS GREAT?

Our website aims to spark the curiosity and dreams of future space explorers. We want to encourage kids and adults to aim for the stars and maybe become astronauts or scientists one day through our engaging open science storytelling.

**Website :** [https://arnesh-pal.github.io/Space\\_Strikers/index.html](https://arnesh-pal.github.io/Space_Strikers/index.html)