

BLUE DWARF



We recombobulate



The universe is expanding and so is the space sector



The space industry is growing rapidly, with increasing investment and innovation in areas such as satellite technology, space tourism, and space exploration.

The global space industry is expected to grow to \$1.4 trillion by 2030, creating significant opportunities for companies that can overcome the regulatory barriers to entry.

Blue Dwarf Space is uniquely positioned to capture a significant share of this market by offering a simpler and more efficient regulatory process, enabling more companies to participate and succeed.

Access to space is complex

The space industry is highly regulated, with many different permits required for different activities, such as launching rockets, deploying satellites, and conducting experiments in space.

Obtaining these permits can be a time-consuming and complex process, involving multiple government agencies, international regulations, third-party suppliers, and processes that are prone to failure and highly iterative.

For small and medium-sized companies, the costs and resources required to navigate these processes can be prohibitively high, limiting their ability to participate in the industry.



We believe there is an easier way

Create clarity from confusion. Recombobulate.

Blue Dwarf Space are developing a platform that streamlines the regulatory process for space activities, making it faster, easier, and more cost-effective for companies to obtain the necessary permits.

Our platform understands and automates many of the administrative tasks involved in the process, reducing the burden on companies, and allowing them to focus on their core activities. We know the routes, and we navigate the pathways.

By providing a more efficient and user-friendly process, we are enabling more companies to enter and succeed in the space industry, driving innovation and growth in this exciting and important sector.



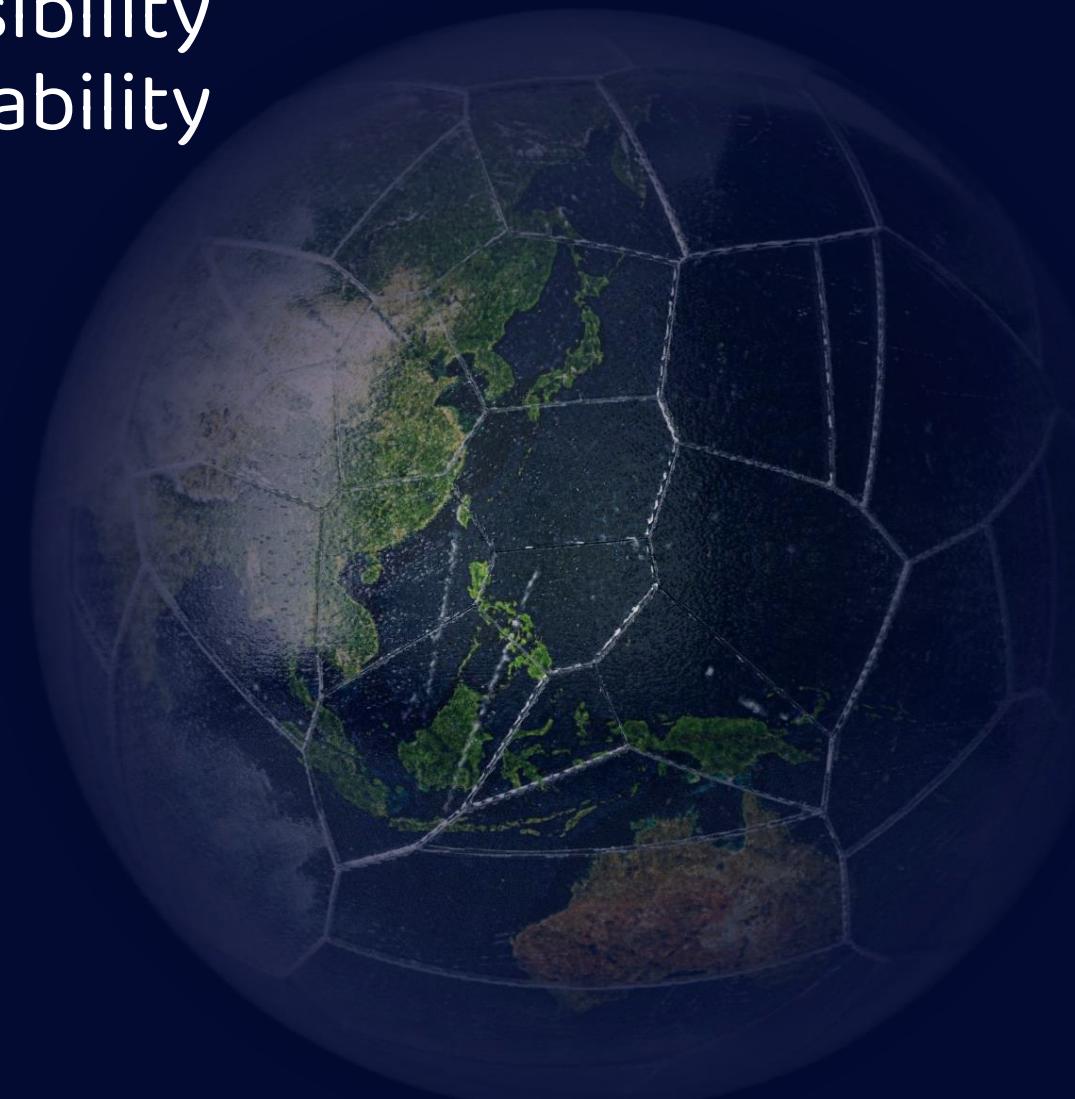
Supporting responsibility and sustainability

Blue Dwarf Space is on a mission to promote responsible and sustainable use of space.

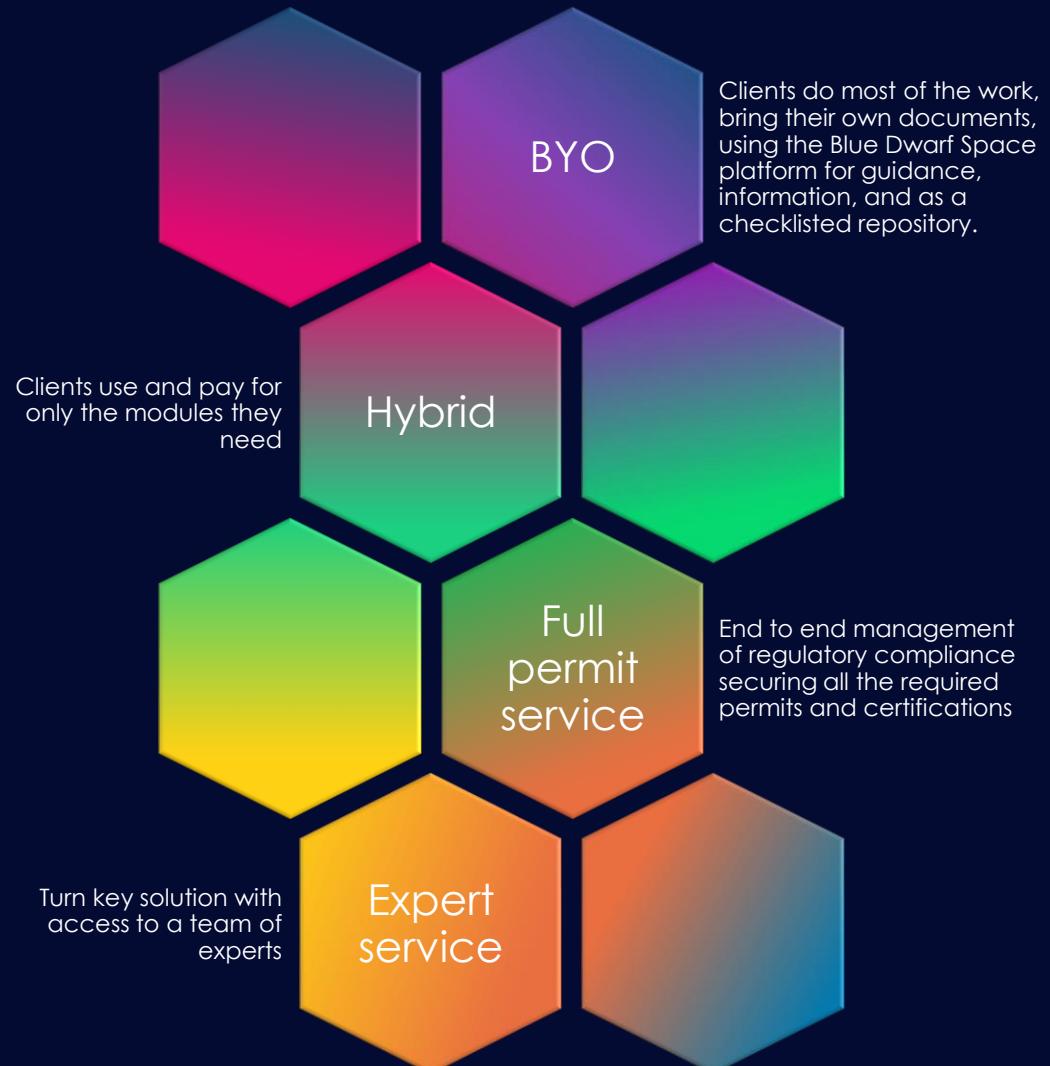
We recognise that regulations are critical in achieving this objective, and we do not condone any efforts to circumvent them.

Some companies and countries have historically disregarded regulations when the process is too complex, time-consuming, or costly, viewing the consequences as the cost of doing business.

We want to change this by streamlining the regulatory process and ensuring a smoother workflow, which eliminates the need for any cowboy behavior. Our goal is to make doing things the right way less frustrating, less costly, and less time-consuming, encouraging responsible and sustainable use of space.



A business model with something for everyone



Facilitating awesome



Prime directive

Ease the burden on space missions by facilitating and navigating regulatory workflow.



Serendipity

Seeking information and improving processes before you need them.



Embrace disambiguation

By removing confusion and complexity, we can achieve more. Simplify all the things.



Security and ingenuity

Streamlining security by removing bureaucracy to enable innovation.



Synchronicity

When we combine our strengths with others, we are all stronger for it; clients, partners, agencies, and our own people.



Engage

Remain up to date and relevant. Make it so!

There is no serious competition. Yet....



Unparalleled potential

The market for space exploration is vast, with numerous industries and applications that can benefit from access to space. Blue Dwarf Space is well-positioned to serve this market and capture a significant portion of the industry.

Our offering is unique, and so is our opportunity. World-wide.



Charting a course for galactic expansion

We plan to continue expanding our platform and services to meet the growing demand for space exploration. This includes keeping up with the changing legal landscape, and developing new partnerships and collaborations to enhance our offerings and reach more customers.

The competitive landscape also ensures we are prime to expand abroad to other market segments within the space sector, and the modular and data driven design of our platform lends itself to spin-out from the space sector into other heavily regulated environments.

Outreach initiative

| Target market | Branding | Content | Events | Partnerships | Advertising |
|--|--|---|---|---|--|
| <ul style="list-style-type: none">• Space companies• Governments• Research institutions• Students (the future of space) | <ul style="list-style-type: none">• Focus on simplicity, efficiency, sustainability• Primary blue scheme to convey trust and sustainability• Bright accents to stand out• Language use that screams "approachable" and "clever" | <ul style="list-style-type: none">• Blog posts• Social media• Case studies• Education and community outreach• Collaboration with our market through online, in-person, and traditional media• Focus on industry trends, and where appropriate, what we are doing to address them | <ul style="list-style-type: none">• Attend and speak at space industry and adjacent events• Volunteer to serve and give back to the community• Be involved, be seen | <ul style="list-style-type: none">• We believe in bringing others along, and we are stronger when we work together• Don't reinvent the wheel unless we can make a better wheel• Use our opportunity to improve others'• Community, industry, educational, and government | <ul style="list-style-type: none">• Targeted online• Media interviews• Community outreach• Social media• Traditional media• Blogs• Streams and livestreams |

We want to leave a legacy of good

Reduce friction



Strive to make all interactions, investigations, and transactions as painless as possible. Make it easier for all parties to just get on with what they want to get done. Don't reinvent the wheel unless we can make a better wheel.

Spockify



In the realm of Star Trek there's a constant pursuit of seeking knowledge, and improving life for all. Spock attempts this through logic and forethought, but sometimes the answer is just a bit goofy.

Future focus



Have a stake in the future. Don't do stuff for a quick buck, or to exploit a resource, without having an understanding of the impact it will have on others now, and in the distant future.

Be water



There are some things we just can't change, so we will have to be able to fill an otherwise uncomfortable space.

In the words of Bruce Lee, be water.

Go Gretzky



An ice hockey player is a thing of both grace and brutality. When what needs to be done is tough, smash it, but when changes are necessary, pivot trajectory and regain balance.

Bring others along



Bring others forward and upward. Forge a path, but don't leave turbulence that others can't surf on to improve themselves.

We have been busy...

Invited to the Venture Space Catalyst program at the UniSA Innovation and Collaboration Centre. Incorporated in February 2022

Validated business idea through market research and industry events

Conducted multiple media interviews to increase visibility

Showcased at the Andy Thomas Space Forum

Developed data structures and components, finalising MVP

Governance position at ISU A/NZ

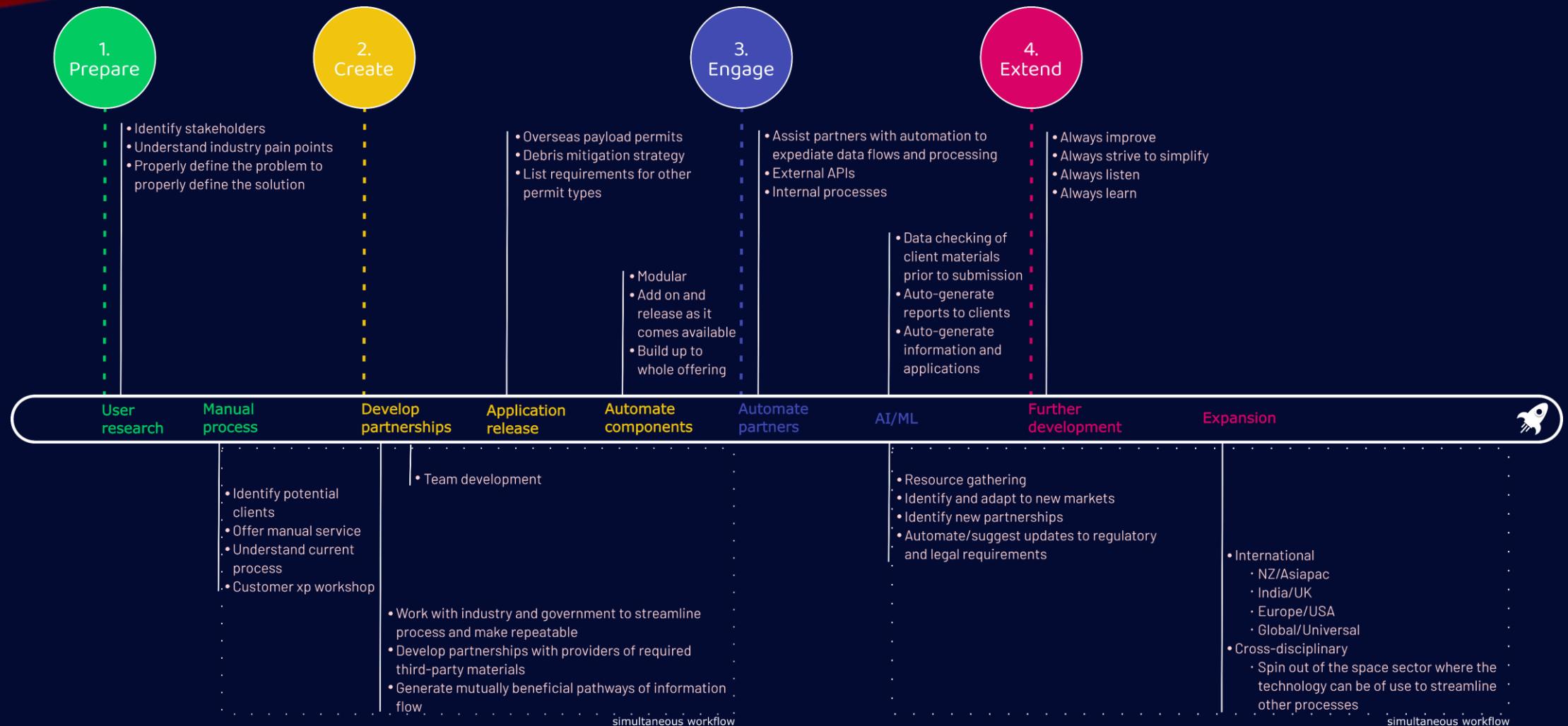
Formal and informal partnerships and working groups

Attracted significant talent to our Advisory Board, pending final confirmation

Invited to participate in multiple space sector and adjacent events as mentor/speaker/panelist/host

Invited to attend trip to India as part of Australia-India Space Alliance

And we don't plan to stop



Resource requirements for launch and sustainment

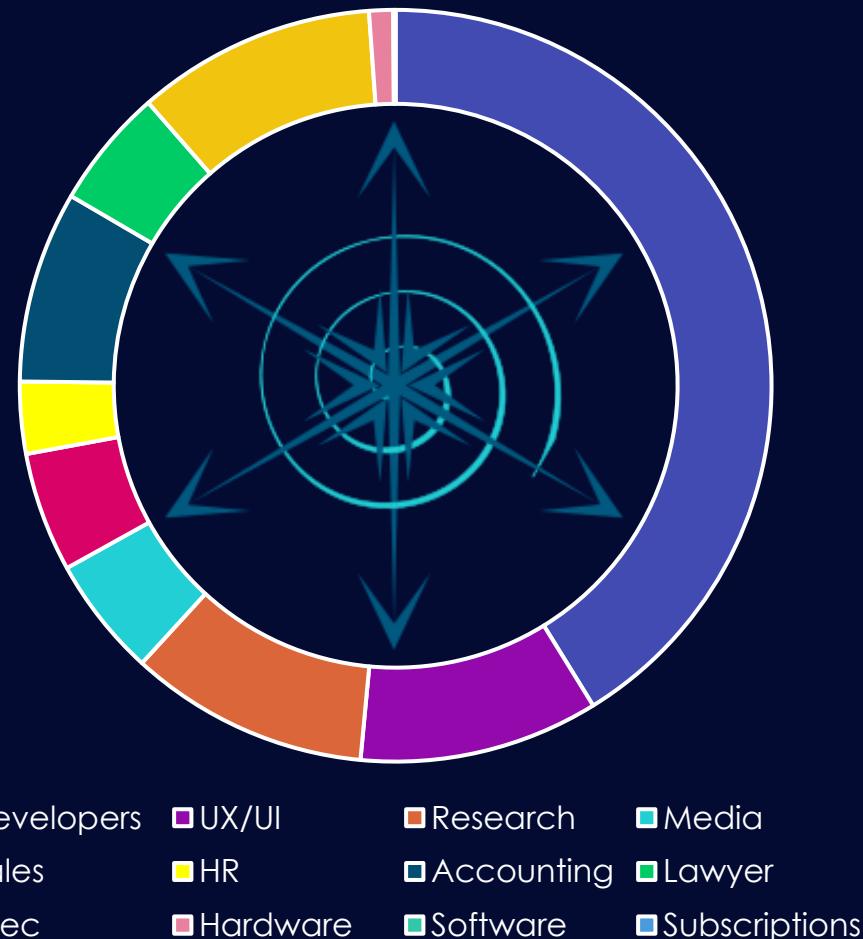
- \$100,000 to overseas payload permit
- \$1,500,000 to reasonable functionality across all Australian space activity permits
- Additional funds = additional functionality and additional markets
- More money = more developers, shorter timeframes



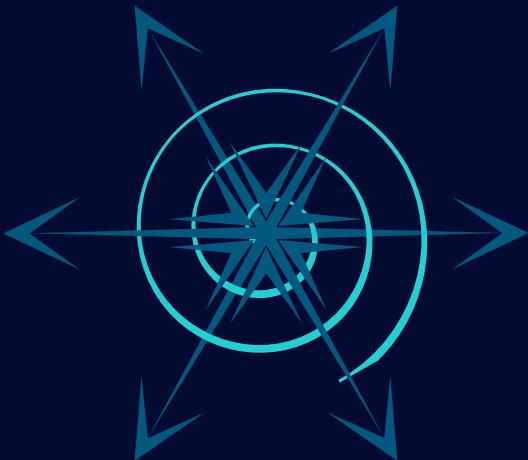
Resource allocation

- Initially research, developers, UX, UI, sales and media
- Add other roles as we grow
- Eventually expect to see more equilibrium between research and dev

% expenditure



Meet the Blue Dwarf founding team



CEO - Kelly Yeoh

- Lawyer, computer programmer, distributed data and UI/UX specialist.
- Experienced educator



COO - Derek James

- Background in business and politics with governance experience across multiple organisations and sectors.



CTO - Ash Simmonds

- Computer programmer, researcher, author.
- Experienced in many business disciplines across private and public sectors.

THANK YOU
from the team at



BLUE
DWARF

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