

Space Sports would be a research and development firm for recreational activities in non-Earth-atmospheres. The current feasibility of such a company is limited due to the present state of leisure space travel. Digging around on the internet for a suitable quote, one from Peter Diamandis explains, "The best way to predict the future is to create it yourself."

I find it inevitable, for the longevity of the human race, that space exploration and eventual colonization will occur. As great as the view from Space may be, Space explorers will be challenged with the same dilemma as Earth: boredom; and so they will create space games on the fly ("Soccer in Space", "Baseball in Space", etc). What all these games will lack is the complete freedom to rethink recreational activities. They will all be confined to current tools or sporting equipment, just with rules readjusted to the new environment.

Space Sports would define the market of futuristic activities. Thanks to the current status on space colonization, Space Sports would be unique. This not only allows Space Sports to get a jump and set a precedent for future competition, but allows the innovation of the firm to flourish. The firm's business model would be based off the research and designs of futuristic sports and entertainment secured through a combination of confidentiality and legal documents. With the innovation and designs making up the bulk of the company, the company would spend significant time pursuing brand equity. This could be achieved in numerous ways, from having sci-fi movies incorporate concepts to a more far-fetched pursuance of contracts with a major TV companies; signing rights of airing sporting events in the future. The sky is not the limit for Space Sports.

Relating back to the quote from Mr. Diamandis, Space Sports could provide a technological deterministic approach to space exploration and colonization. With an influx of innovative activities to take place specifically in space, the vision of space colonization could become more widely shared, resulting in a more rushed approach into space.

Space Sports is a dream. A dream that will not be funded by the winnings of the "Peter Diamandis Bold Space Entrepreneurship Scholarship." What the Scholarship provides, that is so hard to find elsewhere, is the credibility and resources. Along with the scholarship comes a trip to Space Vision, where the networking to actually pursue a science-fiction fantasy in space entrepreneurship is opened.

Thank you for your consideration.

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