

A business proposal to put a **man on the moon** for 1 year in 8 years

Noorul Ali (Tufts University)

Mankind needs a goal. An aspiration. A collective dream that we all want to achieve, on a broader level. For example: you might work in banking, gaming the carbon credit market, but your short-term goal is to find sustainable energy sources, which ties into the overall goal of clean engines to go to the moon. It can be an overall theme to unite us all.

Why the moon? Why not the Sun? Why not Mars? Why not beyond Mars?

1. The moon is near enough to go to within our lifetimes.

It is a goal that is achievable within most of our lifetimes. In general, most people except the very old think they're going to die in 8 years. If you ask most people if they think they will be alive in 8 years, the answer for most will either be yes or will want to be yes. 10 is a bit high, psychologically for older people (I suppose), but 8 is about right.

2. We've been to the moon before

We've been there. We've done this. We just didn't commercialize it then because too expensive. We have the machines now. Some of the research left is

- a. Clean sustainable ways to get to the moon
- b. Long term effects of space and the moon on us

It is an achievable goal for most of mankind. One that we've experimentally done before. Achievability ties big into what things get invested in.

3. It's currently our best option. The rest are too far (Mars), too impossible (Sun) etc. for people to experience within their lifetimes.
4. This one single goal will help unite a lot of clean projects: clean cities, clean energy, basically projects that also clean up our act. Our moon strategy will be clean, done right. Clean efficient engines going there, sustainable construction, environmentally conscious architecture, the whole works of a clean planet that doesn't add anything or remove anything to the entire ecosystem ($\Delta = 0$; a

lack of change -> uniformity -> heat death? Or very efficient life net energy change is 0 but there is a lot of activity happening within -> basically infinite depth at small quantities)

5. I digress, but this research into clean shit cleans our act on earth. Simulating cells for long term effects of space, can also help simulations of cells for drug development, aging reversal, stem cell research etc. This overall goal ties into good research fields that people invest in, companies are formed in, work done that tangentially helps life on earth.

6. Keeping it simple:

MOON SELLS WELL

MOON MEANS GOOD EARTH

SELL MOON, MAKE EARTH GOOD & GO TO MOON

WHY NOW? MOON TRAVEL INEVITABLE, SO WHY NOT NOW?

7. Why moon?

I think you already know, but collectively as mankind: we will eventually build civilization on the moon. It is ultimately inevitable. Why not do it now in our own personal lifetimes? Yes, you who reads this at this moment. Imagine visiting the moon within your lifetime. Wouldn't it totally blow your mind? It'll truly change your life. If mankind is to make moon travel normal one inevitable day, why not do it now and experience it myself? → This is my exact reasoning

How to sell the moon?

Artists: they know they will be one of the first people to go to the moon when it becomes commercially viable. It'll be one hell of a trip. They will have so much more to make their art about. A perspective that no other person before them ever got. What new art shall be created out of deep space travel. Sell it to artists, get them talking about it, they will generate enough buzz

Anybody who has any inkling of following knows they will be able to sate their followers with an exclusive trip-to-the-moon experience. The followers will follow

this mission because it is not impossible to achieve within their lifetimes. Maybe they won't become who they worship but they will at least get to experience something spectacular like them.

Why is it okay to support leaving the Earth?

Supporting the moon project supports projects that do good on Earth. There is almost no research that we do for the moon that doesn't have benefits for Earth. The research that is moon-only is tiny enough to warrant the larger investment in the overall sector because the outsized benefit of going to the moon is massive and something everyone supports.

There is no leaving the Earth. It is homebase that can house 8 billion people. We have to fix it. No question about it. Everyone knows it.

It is a purpose, something that is vague enough to give all of our lives some meaning. A thing to aspire to, daydream about. It is an industry that can pull a country out of recession.

How do we tie in 'good' to the moon?

I want to simulate cells digitally. Long-term I want to digitize the brain. (see how I don't say 'digital copy of my brain'). This involves simulating a single cell, then multiple cells, then tissues, organs, and finally a human. This ties into man on the moon through:

We need to simulate humans being in space and on the moon long term. To make moon travel commercially viable, people will have to stay on the moon long-term. They can't be travelling to make travel possible. We need to see the long-term effects of staying on the moon and in space. We need to do this digitally first. For that, we need to computationally simulate humans in space and on the moon, before we send them to stay long-term. To simulate a human, we need to simulate organs, tissues, you know the spiel. This is how my research ties into **man on the moon**.

A lot of research that is good for Earth (decreases atmospheric CO2, generate clean energy) can be tied into man on the moon research. We want to create a better civilization on the moon. One that generates zero waste into the external

environment, changes nothing in space. Minimal changes. Researching these ways to create better civilizations will allow us to use these principles on Earth as well.

What am I proposing?

Help me do the research I want to do (cell simulations) by ensuring I don't have to worry about paychecks and visas. I will sell the man on the moon proposal, you will have an industry to battle recession, a dream for the world to believe in, and possibly an opportunity to be **man on the moon**