

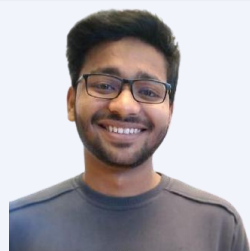
NASA SPACE APPS CHALLENGE 2020



TEAM: TECH_ARMY



Kritika Singh



Tushar Gupta



**Rohan
Khurana**



Uddeshya



THEME: CONNECT

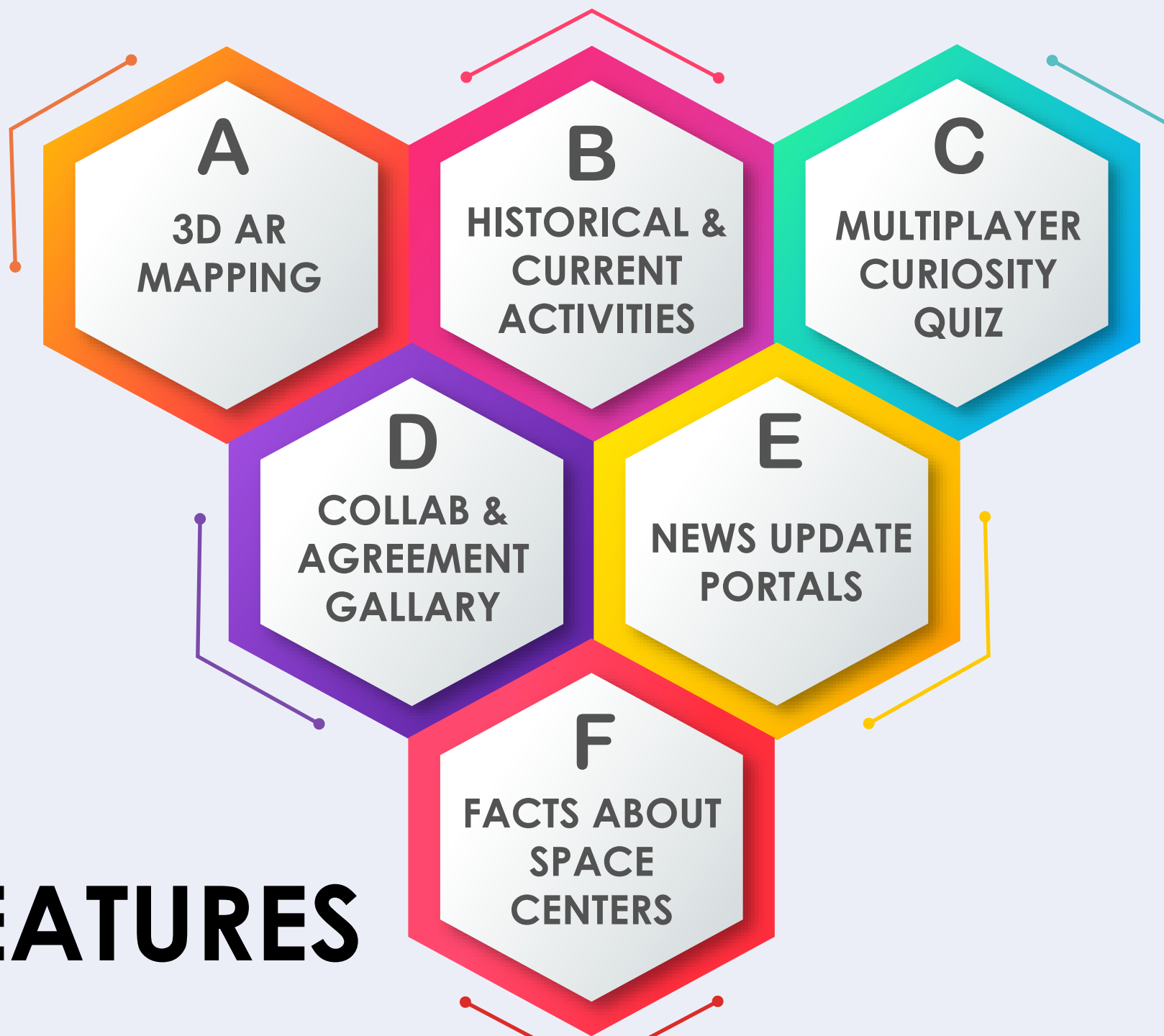
CHALLENGE

THE WORK OF SPACE EXPLORATION (AND THE SOCIETAL BENEFITS IT BRINGS) PERMEATES EVERY LOCATION AND FACET OF SOCIETY. YOUR CHALLENGE IS TO CREATE A VISUAL REPRESENTATION OF THE BREADTH OF THE SPACE SECTOR'S INFLUENCE, SHOWING THE NETWORK OF ORGANIZATIONS AND LOCATIONS ASSOCIATED WITH THE WORK OF SPACE EXPLORATION.



PRESENTING TO YOU

ASTRO BACKYARD



KEY FEATURES

EXPLORE ZONE

ROBOT BUILD BY JPL & CALTECH

ACCESS LOCATIONS OF
DIFFERENT CONTINENTS.



CAN PORT TO LOCATION
READ INFORMATION
PLAY VIDEO TOUR
ACCESS IMPORTANT LINKS

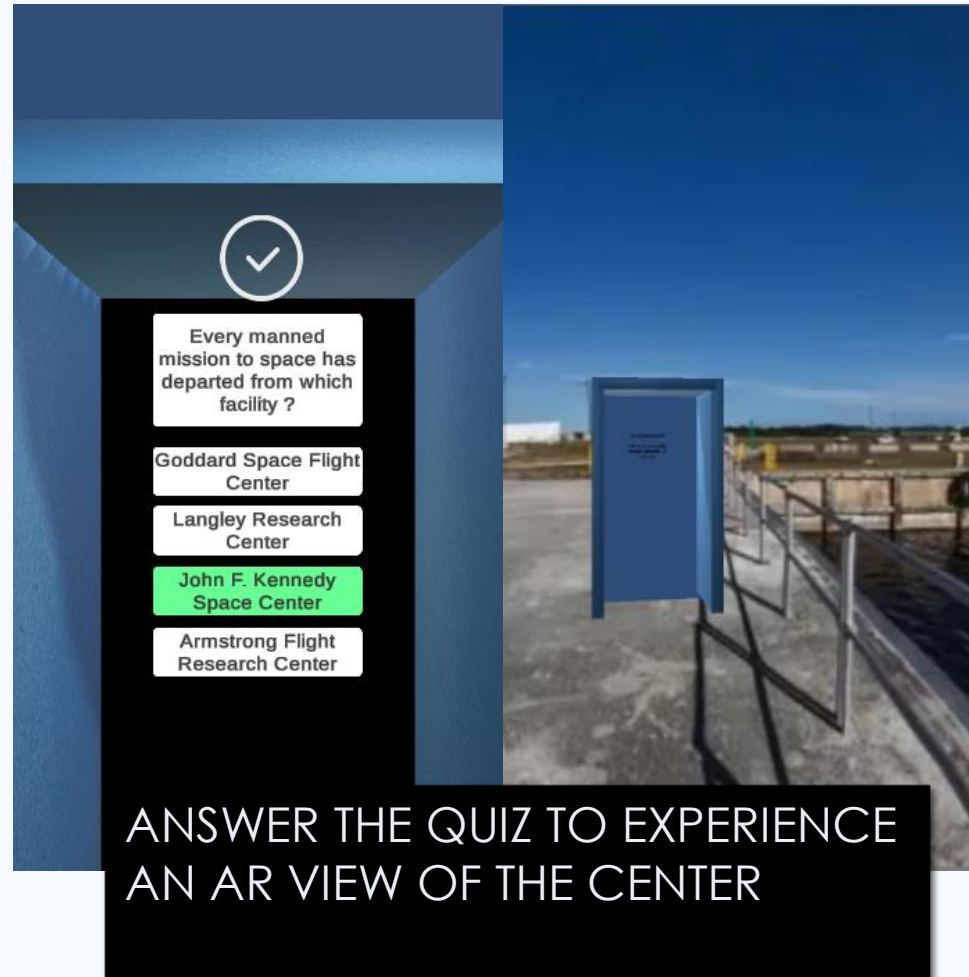


ROVER CREATION FOR MARS MISSION



CURIOSITY ZONE

LIVE YOUR CURIOSITY
ABOUT SPACE CENTERS.



CAN SEE THE SATELLITE'S
AND ROVER'S 3D VIEW.



ASTRO BACKYARD BUSINESS MODEL

Key Partnerships

Content Providers

Fun City

School Chains

Malls and Trade Fairs

SMAAASH

Key Activities

Adding modules

Marketing and Selling

Improving scientific accuracy

Platform expansion

Key Resources

Intellectual Rights

Human Resources

Value Propositions

Educational Experience

Entertainment

Better concept visualization

Real World fantasy

Innovative Pedagogy

Technical Enhancements

Attracts customers

Customer Relationships

Common Interests

Educational Trust

Channels

Play Store

Apple App store

Social Media

Advertisements

Customer Segments

Individual User

Educational Institutes

GameZones

Cost Structure

Developing Cost

Maintainance Cost

Hosting Cost

Marketing cost

Revenue Streams

In - App Purchases

Prime membership

One time subscription

Daily Revenue collection