Problem

- Asteroid impact data is fragmented across multiple agencies.
- Lack of a visual and accessible tool that connects science with society.
- Misinformation and sensationalism hinder clear risk communication.
- Difficulty for the public to understand and anticipate real impact effects.

Solution

- Web platform integrating real data from NASA and USGS.
- Physics-based simulations and 2D/3D visualizations of trajectories and impacts.
- Educational and technical modes for different user levels.
- AI Assistant that explains, answers, and guides the experience.
- Collaborative blog for research, sharing, and outreach.

Key Metrics

- Number of users and simulations executed.
- Educational centers adopting the tool.
- Engagement in the blog and chatbot interactions.
- User satisfaction and retention rate.
- Media and social reach in educational and scientific communities.

Unique Value Proposition

- Turning complex science into an interactive visual experience.
- Accurate, real-data simulations made easy to understand.
- Fighting misinformation through verified scientific knowledge.
- Educational and collaborative tool for global planetary awareness.

Unfair Advantage

- Direct integration of official NASA and USGS APIs.
- Scientifically validated physical models.
- Interdisciplinary team combining science, technology, and education.
- Open community with potential for global scalability.

Channels

- Web platform accessible on any device.
- Public API for integration +in educational or research projects.
- Social media and outreach via NASA Space Apps network.
- Partnerships with universities, museums, and science events.

Customer Segment

- Educational institutions and universities (STEM learning).
- Science museums and public centers.
- Government agencies focused on risk management and preparedness.
- Citizens and science communicators interested in astronomy and planetary defense.

Cost Structure

- Platform development and maintenance.
- Hosting and data server costs.
- AI model training and updates.
- UI/UX design and educational content production.
- Communication and outreach materials.

Revenue Streams

- Educational licenses and institutional partnerships.
- Donations and scientific sponsorships.
- Grants and innovation funding in tech and education.
- Premium version with advanced features and support.