

Pitch

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Nova space's goal is to build personalized rockets and satellite based on our client's preference and our user needs. We sponsor engineers, astronauts and creative designers to make the space traveling experience unique and meaningful. We also encourage experienced and talented people to join our community to make personalized space travel better!

Persona

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Rockets engineers



Space traveling enthusiasts



Business investors

Rockets Engineers

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Name:

Chris Freeman

Descriptor:

Rocket engineer

Quote:

"For me, a rocket is only a means--only a method of reaching the depths of space—and not an end in itself... There's no doubt that it's very important to have rocket ships since they will help mankind to settle elsewhere in the universe. But what I'm working for is this resettling... The whole idea is to move away from the Earth to settlements in space."

Who is it:

He is 41 years old, he worked as a former rocket scientist in NASA for 10 years
He lives in Houston Texas with his wife and two kids
He graduated from MIT with a degree of physics and did his Phd in Harvard university.

What goals:

He wanted to help and design personal use rockets to improve private space traveling experience, he is also seeking for flexible working hours and better compensation.

What attitude:

He believes space traveling should not only benefit the nation and for the scientific field, it should also be a unique life experience for space traveling enthusiastic and for someone who can afford space travel like this. He is looking for company that he can work for who has similar believes as him, because he see great opportunity and potential in this field of study.

Which Behavior:

He likes to read science scholar articles and conducting researches, he has his own lab and he is still co-writing and publishing papers with other scholars. He is interested in Elon Musk's SpaceX project, however he is still deciding which company he will apply for. The reason he leaves NASA is that he wanted to focus his research on personal space travel rather than national space projects.



Space traveling enthusiasts

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Name:

Anna Waters

Descriptor:

Space traveling enthusiasts

Quote:

"I didn't really decide that I wanted to be an astronaut for sure until the end of college. But even in elementary school and junior high, I was very interested in space and in the space program. I had both male and female heroes. One was a high school science teacher who was very important in encouraging me to pursue science. Because I was a tennis player, Billie Jean King was a hero of mine. And the early astronauts, John Glenn and Neil Armstrong, were heroes of mine as well."



Who is it:

She is 26 years old, she is a CEO of a technology and innovation company and she went through NASA's astronaut training and is qualified as an outstanding astronaut. She lives in LA, California and was engaged 2 months ago. It is her dream to travel to the space, she has enough money to afford this trip. She also invested a lot of money on space traveling.

What goals:

She wanted to travel to the Mars and build her own house there, she is willing to take her husband there for her honey moon..

What attitude:

She believe that space traveling is for everyone who is young, and brave and who truly love the universe and want to discover the mystery of it.

Which Behavior:

She is a billionaire, she worked really hard for her business. When she was young she found her self falling in love with rockets, spaceship, science fiction and aliens. When she is in college she double majored in both business management and physics. She is very smart and started her own company at age 19, and has gain a great deal of fourtune and is list on top 50 female entrepreneur on Forbes.

Business investors

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Name:

Nick Herrmann

Descriptor:

Investor

Quote:

"Never invest in a business you cannot understand."

Who is it:

He is 51 years old, he is a very successful business investor.
He lives in Hollywood California, divorced and living with his two daughters
He graduated from Princeton university with a two degrees of both finance and math. He used to be a stock broker on wall street, and also working as a CFO in a consulting company.

What goals:

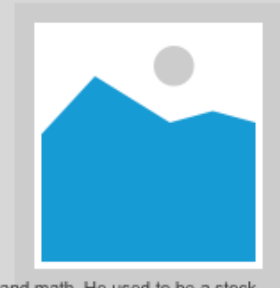
He wants to invest in some risk programs, like AI and personal space travel projects. He believes in the great potential in these field and has been observing the market for a long time.

What attitude:

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