Task #1. Research

Think about problems our Martian business may face in 2120 Oxygen supply, Marketing, Vegetables for the Team, Accounting, whatever Take your time Use Google Research the topic Write down all the problems you came up with And potential solutions next to each of them

**Answer**

*“Mars is there, waiting to be reached.”*

Being a pioneer team member of the future Billie’s Mars Mission would be very exciting. Not only to say a “hello” over a couple of beers but even more. Obviously, Earthians always look for opportunities so why not to look at Mars. But with great opportunities come great risks.

To be successful with Martian business, we need to consider some areas which might trouble us in future and discuss some solutions to overcome them.

1. **Language**: A key hindrance with Martian business would be the language barrier between us and people at Mars.

A new report from Forbes Insights, “Best in Class: How Enterprises Succeed with Language Learning Programs,” reveals that, as more companies expand globally, having a multilingual workforce has become a critical factor to success.

Gaps in communication or miscommunication with a customer can easily end a relationship. And a failed conversation with a supplier or key partner could have serious financial or strategic implications.

Solution – We should be defining a common terminology or language which can be easily understandable. Probably a digital language in bits 0 and 1 can be easily comprehended by both Martians and Earthians.

1. **Currency**: It is the back bone of any business and its expansion. Exchange of currency will help us to have more control over the market and provide better relationships across mars and earth. Billie can invest its current assets on earth to flow it in mars market to generate better business opportunities.

Solution: Having a common trade currency can really help in overcoming this issue. We can use bitcoins for transactions or may be transact in metals (like gold, silver etc.)

1. **Digital platforms/Technology** Another key success factor is to understand the current technologies and digital platforms used by Martians. We need to look back and see whether how we can adapt to their stack and simultaneously provide integrated solutions to them.

Solution - Using platforms that are agnostic of programming languages or technologies like API communications or using old school flat files for data communications between systems.

1. **Handling transactions** Assuming Martian business is huge and all digital having millions of transactions each second. To manage such high volume of transactions keeping integrity and correctness in check the systems needs to be faster and smart.

Solution – Using block chain or distributed computing can enable us to process the huge transactions in milli seconds thus providing clients more value for their business.

1. **Data privacy** – For organizations, protecting privacy and personal data is an issue of risk and trust. Protecting privacy, mitigates risks of costly incidents, reputational harm, regulatory penalties, and other harms. Protecting privacy also is essential to people’s trust in an organization. An organization depends upon the trust of its existing and prospective customers, clients, business partners, vendors, and employees. When this trust is lost, it can have a devastating impact on an organization.

Solution - A rule of thumb when collecting data is to only collect what you need. We can use third party trusted data systems without storing data locally or store minimally. Privacy can become a way to engage with customers and show them you respect their data. Building this trust can be an essential component for a long-term business