



SPONSORSHIP OPPORTUNITIES

The 2024 BE Business Challenge Launches Soon

Civilian and government Space travel is rising, and commercial Space habitats are being funded and constructed. These exciting developments have created an urgent need for the Beyond Earth Institute to address the many challenges for humans to survive a Space journey and thrive in Space for extended periods.

This year, the Beyond Earth Institute is running a Business Challenge which will be the first-of-its-kind global competition for Space entrepreneurs focused on aspects of human spaceflight and habitation. This inaugural Challenge will culminate with a Finals event in November 2024, during which noted industry expert judges and partners will award cash prizes and in-kind offerings to the top finalists. Join us as a sponsor and participate in this exciting and unique Challenge.



<https://beyondearth.org/business-challenge/>

Challenge Verticals

Innovative and forward-thinking Business Verticals for this challenge include, but are not limited to:

- In-space nutrition (i.e., meal prep and packaging, in-space agriculture)
- In-space recreation
- In-space recycling
- Life support
- Space medicine
- Human risk responses
- Space habitat (superstructure and interior) architecture and design
- Artificial gravity technologies
- Human behavior in space

Notable 2024 Judges:

- Andrew Aldrin, Program Coordinator, Masters of Space Operations, Embry-Riddle Aeronautical University
- Greg Autry, Director of Space Leadership, Policy and Business Initiative, Thunderbird School of Global Management
- Hoyt Davidson, Managing Partner, Near Earth
- Steve Hoeser, Senior Technical Advisor, Beyond Earth Institute
- Michael Mealling, General Partner, Starbridge Venture Capital
- Stephan Reckie, Executive Director, Global Entrepreneur Network Space
- Mike Simpson, Board Member, Institute of Space Commerce
- Courtney Stadd, President, Capitol Alliance Solutions, LLC
- With more to come . . .

Applicant Eligibility and Categories

Any startup involved in the above or similar Business Vertical is welcome to apply and become an Applicant, as long as they are legally registered in a US State Department Treaty Country. Categories of startups are limited to these stages: Idea, Early, and Growth, as generally outlined below:

IDEA STAGE

- Self-funded and conceptual
- Building a business plan to initiate business activities
- Actively working to develop a MVP
- A university research project that plans to spin off into a company

EARLY STAGE

- Commercially viable MVP looking for early user/customer market validation
- Ready for (or actively seeking) their first equity investment
- Early evidence of market validation and evidence of business growth
- Raised seed or angel funding and preparing for Series-A funding

GROWTH STAGE

- Strong market validation with consistent growth for several years
- Clear evidence of a repeatable and predictable business model
- Successfully closed a Series-A (or beyond) round of funding
- Seeking acquisition or private equity for an exit strategy

Competition Evaluation Framework (5-P's)

2024 Business Challenge participants will be judged on their business viability, go-to-market approach, investability, and social impact. 2024 Business Challenge participants will be evaluated based on a point system, taking the following criteria and their weights into consideration:



PRODUCT

Traction, Customer Validation, Value Proposition, and Differentiation



POTENTIAL

Market Need, Market Potential, Market Share, and Competitive Advantage



PREDICTABILITY (BUSINESS MODEL)

Scalability, Revenue, and Growth



PEOPLE

Experience, Track Record, and Talent



PRESENTATION

Presentation and Communication Skills

2024 Business Challenge Timeline

June 17, 2024

Launch Information Webinar

June 17, 2024

Application Submission Opens

September 15, 2024

Application Deadline

September 22, 2024

Semi-finalist Selection

Week of September 30

Semi-finalist virtual presentations

October 15, 2024

Finalist Selection and Notification

November 13, 2024

Finalist In-person Presentations

Eligibility














The competition is open to individuals or teams. Competition organizers and judges are not eligible for any awards.

Prizes

At least \$250,000 in cash and prizes will be announced.

Sponsors

If you or your organization are interested in providing judges or sponsorship donations, please contact Stephan Reckie at the Beyond Earth Institute via email at stephan@beyondearth.org

		TIER LEVELS	
	Liftoff	Karmann	Orbital
	\$10K	\$20K	\$50K
Sponsorship Benefits			
Exclusive access to the Challenge participant deal platform			
Brand and media exposure throughout the Challenge's activities			
Participation in the Challenge open call			
Stay connected to the Challenge participants post Finals	✘		
Participation as a virtual Semi-finals judge	✘		
Participation as an in-person Finals judge	✘	✘	
Subject matter expert on a Challenge Webinar	✘	✘	
VIP Passes to Beyond Earth Symposium	2	4	Table

The Beyond Earth Institute works to educate policymakers and the public on topics and policies that advance human expansion into space.

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