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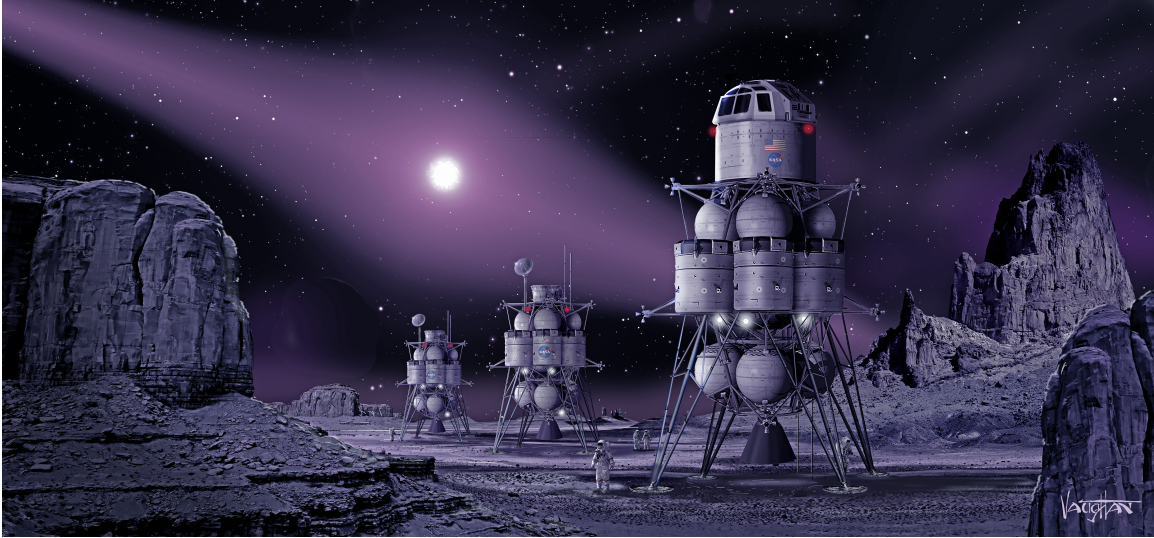


Image courtesy of James Vaughan

**An Invitation to contribute to
The Lunar Economic Action Plan (L.E.A.P.)
A work to be open source published by
The International Institute of Space Commerce**

Imagine this scenario:

*A potential client has entered your office and seriously asked you
what it would take to found and operate a profitable successful
economic private settlement in the Moon.*

What would you tell them?



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In 2014 the National Space Society held a workshop on Low Cost Lunar Strategies¹ with the premise of developing a Lunar Settlement for less than US\$5 billion.

To put this in perspective, US\$5 billion means a settlement on the Moon for *less* than the cost to build Disneyland Shanghai² or the new Apple campus in Palo Alto³. There are many more similar examples.

We are looking to publish your practical thoughts on how such a lunar settlement will work from a business and commercial perspective.

Think of it as a Business Plan for the Moon.

So...may we please invite you to contribute to a unique new publication from the International Institute of Space Commerce focused on the commercial and economic practicalities of settling the Moon?

This is what we are calling our nascent Lunar Economic Action Plan (L.E.A.P.)

There are many different aspects to cover and we'd please ask you to choose one or more to give your thoughts on. Think of the phases of the business plan. We will then connect you with others thinking similar for discussion.

If you see a topic that we have missed, suggest it!

¹ <http://www.nss.org/spacemovement/lunarsettlement.html>

² <https://pursuitist.com/shanghai-disney-resort-to-cost-5-5-billion/>

³ <https://www.fastcodesign.com/3029477/norman-foster-on-designing-apples-5-billion-spaceship-campus>



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Potential Topics:

Think Finance. 100% of the money 'spent in space' isn't, it is spent here on Earth. How would you fund such a venture? What jurisdiction(s) would you use and why? Access to capital markets? Debt or equity financing? IPO? Leverage Intellectual Property? Bonds for the construction of the settlement?

Think Macro Economics. How would you practically establish a working economy between the Moon and the Earth? Imagine a thriving lunar settlement, or settlements, with hundreds if not thousands or more people living and working in the Moon and interacting commercially and more with the Earth.

Think Media and Communications. How will those living and working there consume media, create media? How will they call home? How will this effect traditional communications markets and the development of low earth orbit economy? Imagine 24-hour communications with the Earth, broadcasting, media, and questions of censorship? Data centers on the Moon? How will they watch Netflix on the Moon?

Think Currency. What currency will they likely use (we imagine no one is going to take a printing press to the Moon)? How may this revolutionize the use of digital currencies back on Earth with the Moon as an economic proving ground? A living wage on the Moon? A barter economy?

Think Day-To-Day Life. What skill sets will be needed? What jobs? Civil Engineers, Doctors and Nurses, Construction, Teachers, Police, military, entrepreneurs, restaurant owners, insurance adjusters, customs officers, engineers, baristas, chefs, journalists, scientists, farmers, aquaculture specialists, janitors, plumbers, IT support and more? How will they manage payroll, investments, and pensions? Health care? Legal disputes?



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Think Research And Development. What new industries could they develop and why? Manufacturing? R&D? The development of goods and services to and from the Earth to the Moon?

Think Construction. Don't forget, you live in the Moon, not on it. Think big. Think architectural wonders. Not a handful people dying of radiation in a hut on the moon covered in regolith. Rather, think growing thriving facilities of thousands or more. Think whole settlements being built constructed robotically by rovers from air-conditioned offices on the Earth with structures being 3D printed remotely. Remember, what we build in the Moon can also serve as a model for both more settlements on the Moon and more importantly for settlements throughout the Solar System.

Think Law. Lunar Offshore Islands of jurisdictional choice competing for business and industry? Proving grounds of economic theory or Darwinian Market Economics at its best? A 51st State or European Village or independent special economic zones of investment and innovation as 21st Century Cantons? Are we thinking Property developers or space agencies? NGOs or IPOs? Think protection of Intellectual Property?

Think Exit Strategy. What exit strategy for investors at every stage? Companies and programs to emulate? IPO for the Lunar Settlement? Fractional market in IP created? A stock exchange on the Moon?

Again, think big. Think exponentially. If we have missed a section or an idea please suggest it, better still please write it!

No aspect is too large or detail too small.

Your contribution can come in any form you wish: a written chapter, a legal brief, a short story, a case study, a presentation, an executive summary, a



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blog piece, a lecture or speech, a letter, a literal back of the envelope doodle and bullet points, even a video. A new piece or a piece you have published before.

Are you serious about returning to the Moon for good?

We are.

We are now halfway through the second decade of the 21st Century after all. It's time to get this done.

We would seek initial drafts from you by April or sooner with a view to publishing in July. We will also hold workshop events for the L.E.A.P. Stay tuned!

If you have questions please feel free to contact Chris Stott via chris.stott@mansat.com

About the Institute:

The International Institute of Space Commerce is the world's leading nonpartisan think-tank dedicated to the study of the business, economics, and commerce of space. It is also an Institute of the International Space University (ISU). The Institute's goal is to transform the global discussion on space commerce working to solve the issues it faces today and tomorrow by driving forward the conversation with a marketplace of new ideas by providing this home for the exchange, discussion, and creation of new ideas in space commerce. Being international in its reach and a non partisan 'Think Tank' drawing upon new ideas and solutions to existing and future problems the space industry faces by drawing together experts from academia, government, the media, business, international and non-governmental organizations, most notably those from the ISU and its extended network of people and resources. www.iisc.im