RACE TO SPACE

A “novel” approach
to building and presenting a
hard-facts business plan

The Problem

- We're going to run out of oil.
  - Generations alive today will probably see it.
  - If we don't start *now*, we're going to run out of time.
- Building a solution requires a believable plan.
  - The solution is going to take a lot of time and money.
  - Securing the investment requires cold, hard facts.
- The best plan is no good if no one reads it.
  - The situation has to be made real to the reader.
  - The presentation has to capture their imagination.

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A “Novel” Solution

- People like to be entertained.
  - A compelling story can present powerful ideas.
  - Education and recreation mixed make learning fun.
- Research and writing can/should be combined.
  - Each process can constructively feed off the others.
- An interleaved novel and business plan:
  - Most people will start reading it for the story.
  - Alternating story and plan will make both more real.
  - Book sales underwrite the development costs.

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THE NOVEL

Premise

A major prize has been offered for the first group to accomplish a specific space development objective. (details on request)

Contestants

Two or three fictitious billionaires, a swarm of smaller groups, and a couple of lesser national governments are all vying for the prize.

Story

Situations rife with drama, intrigue, subterfuge and unexpected turns of events unfold over the course of telling the tale …

Outcome

Somebody wins the prize, and a substantial permanent human presence in space is established.

Epilogue

The business plan presented throughout the book is explained to be an actual development program being undertaken.

THE BUSINESS PLAN

- A “small” mining base is built on the Moon.
- Lunar regolith is launched with “rail guns” to L5.
- Space facilities at L5 manufacture structural components.
- Stanford torus colonies are constructed, each to house and support 10,000 people.
- The colonists build solar power satellites.
- The solar power satellites are dropped into geostationary orbit.
- Beaming electricity from orbit, the whole thing is paid for at ten cents per kilowatt-hour.

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WRITING PLAN

Payback

- Assumptions
  - $134,000 budget (full year writing cycle)
  - $250,000 production setup cost for printing
  - $4.00 incremental cost per copy (including royalties)
  - 1 million copies sold @ $4.38 cost per unit
- Yield
  - $19.95 shelf price, retail markup is (cost x 4.551)
  - $21.95 shelf price, retail markup is (cost x 5.007)

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The Writing Plan

6 – 12 months research, writing, number crunching, editing, etc. to prepare the book for production

The L5 plan is what I've spent my life working toward, getting so I can afford to focus on it: All the other jobs were distractions, years of programming kept me from getting here with "golden handcuffs" I need to shed. My obstacle has always been how to get the first million, I believe this book can make that happen. As a result, it will be easy to stay focused on getting the book done, so the next stage can start to move forward, and ultimately, have the space colonies and solar power satellites built.

- Budget
  - Detailed spreadsheet available on request

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QUESTIONS?

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