Startup Accelerator Application
Solving humanity's grand challenges by leveraging technology.
The Big Moon Dig

Tom Riley
January 21, 2015

Singularity University application for a position in their first Start Up lab. The Big Moon Dig seems to exactly fit their call.

Announcement:

http://singularityhub.com/2015/01/13/have-a-world-changing-startup-apply-now-for-inaugural-su-labs-accelerator/

Application:
http://startup.singularityu.org/accelerator/apply.html

Due Date: January 28, 2015

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Startup Lab Accelerator Application

General
Company Name *

The Big Moon Dig

Company Website *

http://bigmoondig.com/BigMoonDig.html

Primary Contact Email *

TomRiley@WoodwareDesigns.com

City (State) / Country of Primary Operations *

Baltimore, Maryland, USA

First and Last Name of Primary Contact * First Last

Tom Riley

Phone Number (including Country Code) *

1 443 869 3987

Company Profile

In one sentence, tell us what your company does. *

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Return to the Moon with us now to prepare the ground for a real lunar settlement through study, simulations, team building, and exploration.

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In more detail, what will your company do or make? What's new, interesting or different about it? *

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The Big Moon Dig is a massive online effort to lay the foundations for a permanent settlement on the Moon through organizing millions of people over the Web to explore possible sites and dig the major trenches needed for radiation protection of the settlers. The movement will utilize videos to build buy-in for the idea, online games to train people, and open source efforts to design the needed equipment. When we have demonstrated that millions of people are committed the revival of human space exploration, then and only then, will we find the resources to send new hardware to the Moon.

Through this effort we will build the positive vision of success that we will need to solve all the problems of the 21st century.

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Why should we choose your company? *

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To solve the great problems of the 21st century, and they are historically great, we will need people, resources, and grand action.

We have the people. In fact, we have more people that we have ever lived and they are well connected and well educated, certainly by historic standards.

We clearly have resources. We spend enormous amounts of money on trivial things.

The question then boils down to sustaining action for the long-haul.

You can scare people into action, but this kind of emergency action is only for the short-term. People soon burn out.

People will get into action, and stay in action, if they buy into an idea. Human beings are project oriented people. To accept a project we must be able to envision ourselves succeeding.

It is then this big vision that is currently scarce.   Historically human space exploration was a major source of this kind of vision. Right now humans in space is cold.

The Big Moon Dig is a project to reinvigorate our big vision. Through a lengthy bootstrap process we propose to train millions of people in the skills needed to build human space settlements on the Moon. They will also do more than build them, they will crowd design the settlements and equipment too.

When millions of people clearly see a formidable task, like construction of a lunar settlement, is something they can do, then they then will also be able to clearly envision themselves succeeding against all the great problems of the 21st century.

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How far along is your company *

Status of your Intellectual Property? *

How many founders are there? *

2

How long have you worked together?

28 years

How long have you worked on this startup? *

 2 years

How much money has been invested into the company? *

$7,000.00

Problem and Solution
Which problem are you solving? *

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We have achieved proof-on-concept on a number of key ideas such as converting real scientific data in to e-game surfaces, we have our Website up, we have written two short stories, and we have established four lite games.   We must now produce our first real product.

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What does it take to make the problem go away? *

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The first product is planned as a serous e-game for middle-schoolers. The fastest and most efficient way to move forward is simply to work with an existing e-game company to build the actual product. This requires resources.

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What is your competitive advantage in solving the problem? *

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We have clear and powerful vision and we now successfully demonstrated several key concepts:

1. Conversion of scientific data into lunar surfaces for use in games and 3D printing.
2. Explaining technical ideas in science fiction short stories

This then lays the foundation for our first products.

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Which exponential technology are you primarily leveraging in your product?

Artificial Intelligence & Robotics
 Biotechnology & Bioinformatics
 Energy & Environmental Systems
 Medicine & Neuroscience
Nanotechnology & Digital Fabrication
 Networks & Computing Systems
Space & Physical Sciences

Does your company fundamentally fit with a Global Grand Challenge?

Education
Energy
Environment
Food
Global Health
Poverty
Security Water

What do you want to get out of the SU Startup Accelerator? *
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Progression from technical idea to first product.
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Your Pitch Deck
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Important! Please make sure you provide a pitch deck (ideally in Guy Kawasaki's Ten Slide format). We will evaluate your submission both based on your answers to this form and your pitch deck
.
Upload your Pitch Deck (PDF Format only!) ***

The (Not So) Small Print

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December 30, 2005

The 10/20/30 Rule of PowerPoint

I suffer from something called Ménière's disease—don't worry, you cannot get it from reading my blog. The symptoms of Ménière's include hearing loss, tinnitus (a constant ringing sound), and vertigo. There are many medical theories about its cause: too much salt, caffeine, or alcohol in one's diet, too much stress, and allergies. Thus, I've worked to limit control all these factors.

However, I have another theory. As a venture capitalist, I have to listen to hundreds of entrepreneurs pitch their companies. Most of these pitches are crap: sixty slides about a "patent pending," "first mover advantage," "all we have to do is get 1% of the people in China to buy our product" startup. These pitches are so lousy that I'm losing my hearing, there's a constant ringing in my ear, and every once in while the world starts spinning.
To prevent an epidemic of Ménière's in the venture capital community, I am evangelizing the 10/20/30 Rule of PowerPoint. It's quite simple: a PowerPoint presentation should have **ten**

slides, last no more than **twenty minutes**, and contain **no font smaller than thirty points**. While I'm in the venture capital business, this rule is applicable for any presentation to reach agreement: for example, raising capital, making a sale, forming a partnership, etc.

- **Ten slides**. Ten is the optimal number of slides in a PowerPoint presentation because a normal human being cannot comprehend more than ten concepts in a meeting—and venture capitalists are very normal. (The only difference between you and venture capitalist is that he is getting paid to gamble with someone else's money). If you must use more than ten slides to explain your business, you probably don't have a business. The ten topics that a venture capitalist cares about are:
    1. Problem
    2. Your solution
    3. Business model
    4. Underlying magic/technology
    5. Marketing and sales
    6. Competition
    7. Team
    8. Projections and milestones
    9. Status and timeline
    10. Summary and call to action

- **Twenty minutes**. You should give your ten slides in twenty minutes. Sure, you have an hour time slot, but you're using a Windows laptop, so it will take forty minutes to make it work with the projector. Even if setup goes perfectly, people will arrive late and have to leave early. In a perfect world, you give your pitch in twenty minutes, and you have forty minutes left for discussion.

- **Thirty-point font**. The majority of the presentations that I see have text in a ten point font. As much text as possible is jammed into the slide, and then the presenter reads it. However, as soon as the audience figures out that you're reading the text, it reads ahead of you because it can read faster than you can speak. The result is that you and the audience are out of synch.
The reason people use a small font is twofold: first, that they don't know their material well enough; second, they think that more text is more convincing. Total bozosity. Force yourself to use no font smaller than thirty points. I guarantee it will make your presentations better because it requires you to find the most salient points and to know how to explain them well. If "thirty points," is too dogmatic, the I offer you an algorithm: find out the age of the oldest person in your audience and divide it by two. That's your optimal font size.

So please observe the 10/20/30 Rule of PowerPoint. If nothing else, the next time someone in your audience complains of hearing loss, ringing, or vertigo, you'll know what caused the problem. One last thing: to learn more about the zen of great presentations, check out a site called Presentation Zen by my buddy Garr Reynolds.

Read More http://blog.guykawasaki.com/2005/12/the_102030_rule.html#ixzz3Oo5lG31d _____-