

August 26, 2002

Inspiralia
info@inspiralia.com
CIC Miami 1951 NW 7th Avenue
Miami, FL 33136

Hello,

I think a project I'm developing would be a good fit for SBR/NSF funding and I think Inspiralia could make a real difference. I'm writing to see if you'd be interested in helping put people on Mars... in the next two years.

The Mars Leap is an immersive, interactive, educational experience that will travel to large regional science centers around the country. This five-thousand square foot exhibit will combine environmental and equipment simulations with scenic elements, A/V systems, computers, graphics, large scale replicas, and more to convey the experience of a real mission to help build a permanent Martian colony. People of all ages will live the experience from planning and training through liftoff and millions of miles of vacuum to Mars. They'll face the possibilities of a new world and learn, firsthand, what it will take to shape humanity's next frontier.

I think The Mars Leap would be a good SBR/NSF fit for several reasons, but there are several aspects I hope you'll find particularly attractive.

- The exhibit itself would break new ground in the world of science museums by combining interactive exhibits (the most desirable educational type for science museums) with the immersive technologies driving today's most popular tourist experiences. Integrated computer systems would tie sub-exhibits from across the room or around the world into one seamless experience, enabling precise educational tailoring to each visitor, open-ended and cooperative educational scenarios, and infinitely updatable content to keep up with changing Mars science. This also opens possibilities for educational and community outreach to populations who may never otherwise encounter a science museum. In its highest aspirations, The Mars Leap proposes to set a new standard for what science museums could offer.
- The Mars Leap offers a unique opportunity for technology companies, particularly space companies, that struggle to communicate their value to the public. Rather than broad public support, the years-long successes of SpaceX, Blue Origin, and others have either been ignored or raised questions about the value of space exploration altogether. The legitimate answers don't seem as loud as they did in the days of Apollo, when people understood the spin-offs of the Space Age could affect real life. If most NSF proposals revolve around 'hard science', then this would stand out as a rare opportunity to invest in fundamental communication to build the societal support critical to growth in the space industry.



Portland, Oregon
503.233.7255
IXITID@IXITID.com



- The Mars Leap offers an incredible opportunity for industries to connect with the next generation of engineers and scientists they'll be looking for. Current science museums are most attractive to kids when they're just beginning to think about their futures. The Mars Leap will show them 'space' is a real future, available now, and how to be part of it. Whether it's art, aerospace engineering, or architecture, human expansion into space touches on every area of human thought and there's a place for everyone. Wrapped in the exhibit's excitement, there will be a heavy focus on the education, preparation, and planning it takes to get to space. We'll integrate space professionals at every level telling stories of their paths to space and offer ways for visitors to connect with companies to start walking their own path. Scholarships and outreach to underserved groups are built into the exhibit plan, offering yet another new way for companies to reach out and nurture talent they may never have found otherwise.
- One of the biggest features of The Mars Leap is the Prime Sponsorship of the International Mars Society, "the world's largest and most influential space advocacy organization dedicated to the human exploration and settlement of the planet Mars". This means the support of more than 50 worldwide chapters, but it also means the support and content assistance of Dr. Robert Zubrin, the man who created the Mars Direct plan that revolutionized NASA's approach to Mars exploration. This first-person educational resource is unprecedented for any science exhibit we're aware of.

I'd already started on my own SBR Pitch Proposal when I heard about your company so I've attached the most recent version along with a brief description of TheMarsLeap. A copy of this material is on TheMarsLeap.com at <https://themarsleap.com/2022/08/inspiralia-contact-package/>.

After seeing your online presentations I certainly see the advantages of working with you, and I hope TheMarsLeap would be a worthy project for Inspiralia as well. If you're interested, I'd be eager to discuss ways we could work together.

Sincerely,



Charles Letherwood
IXITID Concepts

[www.
The Mars Leap
.com](http://www.TheMarsLeap.com)



August 26, 2002