



The “Uber” to Space



January 31, 2021: First commercial launch of rocket powered by biofuel in the world

# Stardust 1.0 Was A Historic Success



# Problem with Rockets

- Complex
- Expensive
- Dangerous

# Problems for Small Satellite Launch

## Only have “Trains & Buses” to Space

- Lack launch & orbit control
- Launch delays common
- Man-rated mission costs

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## Over budget, behind schedule: NASA's SLS megarocket faces congressional review

By Elizabeth Howell March 17, 2020



*“Not having to fly on NASA primary missions really opens up the materials and experiments that can be done. You would see customers trade losing precious scheduling time just to be allowed to use alternative materials not allowed on man-rated missions. All customers would appreciate this flexibility.”*

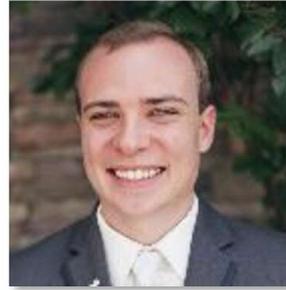
- Justin Treptow  
Launch Integration Engineer  
NASA





# Academic Researchers Underserved

- Most rideshares add ‘man-rated’ mission additional costs
- Launch delays of months to years means students often graduate before their launch
- 50% payloads want “polar orbit” trajectories
- Will pay up to 25% more for dedicated launch



*“For CU-E3 [CubeSat] I would estimate that 40% of the development by our PM and system engineer could have been avoided had we not needed to do manned mission stuff.”*

*- Andrew Dahir, U. of CO, Boulder*

*“I would say between 20 & 30% of development time is consumed to meet the extra safety requirements considering all the testing, verification, and licensing.”*

*- Michael Fernandez, CalPoly*

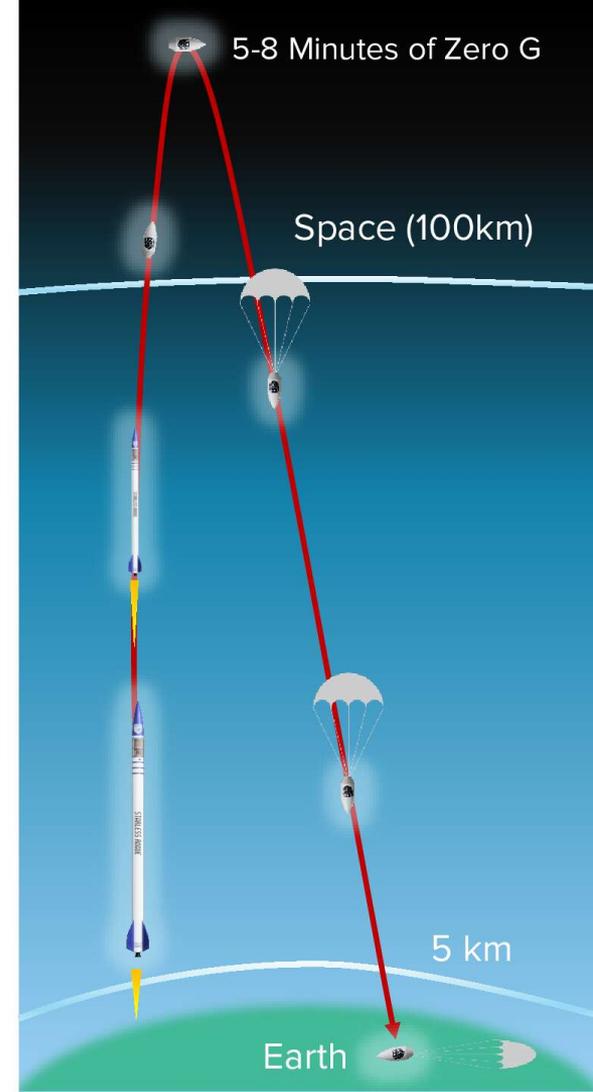


# Sub-Orbital Launch Service



Starless  
Rogue

- Twice the Time in Space
- Larger payload area for experiments & research
- Low launch g's reduces payload development costs
- Increase payload success rate by decreased vibrations

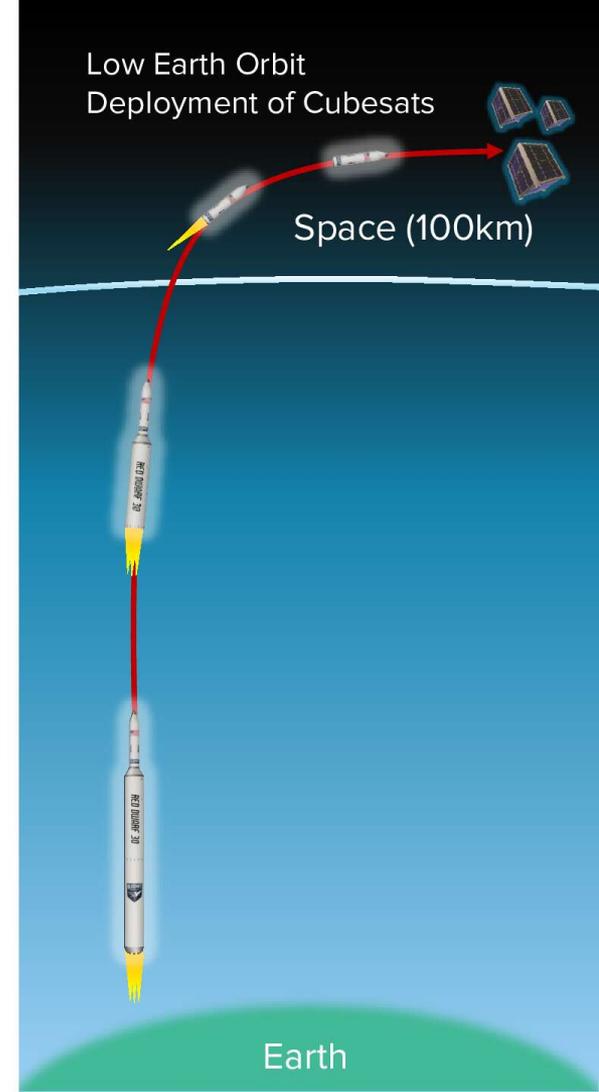


# Orbital Cubesat Launch Service

- Truly dedicated launch service for Cubesats (30kg)
- Nano payload customers has control of orbit and timing
- Wider range of payloads permitted than in rideshares
- Less red-tape and lower development costs by up to 40% over man-rated rockets
- Polar orbits available
- Customers willing to pay up to 25% more for dedicated launch



Red Dwarf



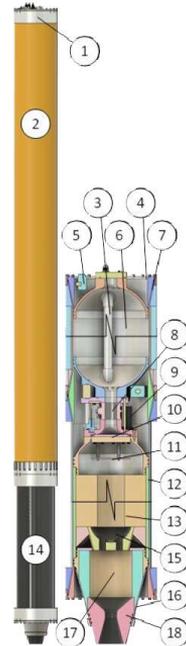
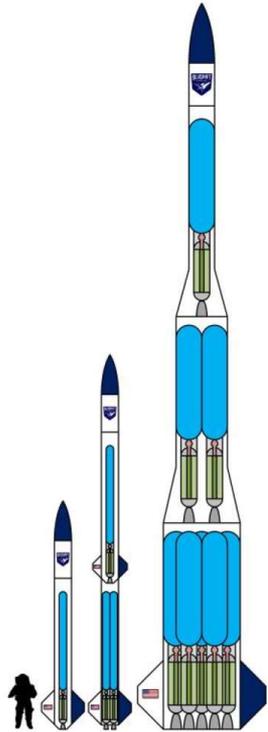
Low Earth Orbit  
Deployment of Cubesats

Space (100km)

Earth

# MAREVL™

Modular Adaptable Rocket Engine for Vehicle Launch\*



\* Developed under NASA SBIR

# bluShift's Launch Vehicle Program



- 'Uber to Space'
- Dedicated 30kg Payloads
- Reduce Cubesat R&D costs by up to 40%

# bluShift's MAREVL Engine Advantage



- Half Plumbing Cost/Complexity
- Modularity = Lower Manuf. Cost
- Environmentally Friendly, Safer, Non-Toxic



# Sub-orbital & Orbital Dedicated Launch Services

**Beachhead Customer**  
Academic Researchers

30kg payload rocket service provides

- Reduced launch wait time  
Enables Design, Build, Launch by diploma
- Reduce manuf. & launch costs  
by up to 40%
- Increased flexibility  
on research that can be performed



Stardust



Starless  
Rogue

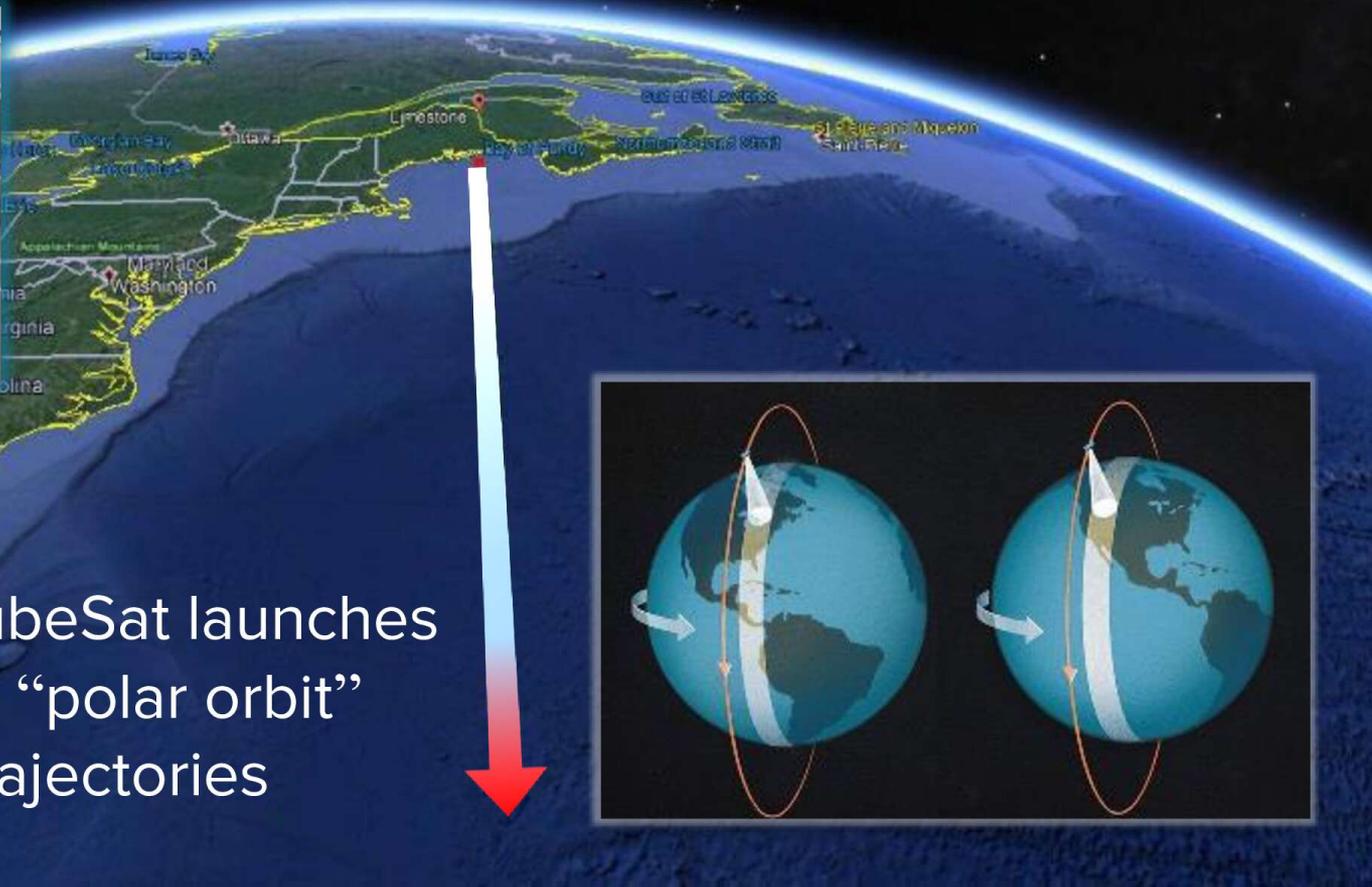


Red  
Dwarf

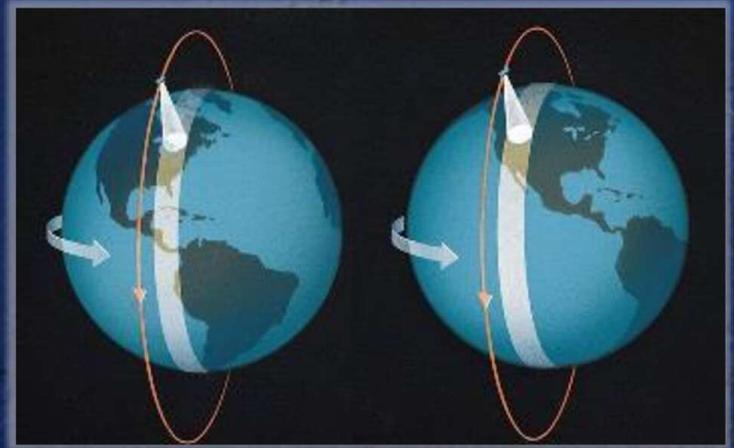




# Maine's Unique Polar Launch Opportunity



50% CubeSat launches want “polar orbit” trajectories

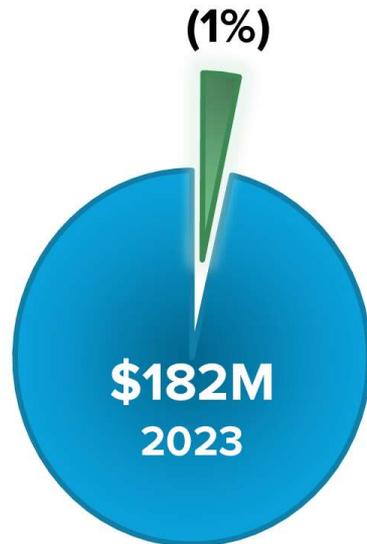




# Commercialization Potential

**\$12.6M in 2<sup>nd</sup> Year of Orbital Service  
(3.7%)**

**\$1.7M, 1<sup>st</sup> Year of Sub-Orbital Service**



**Sub-Orbital**



**Low Earth Orbit**



*This slide contains forward-looking projections that are not guaranteed*

# Sub-Orbital Industry

- Sounding Rockets
  1. Blue Origin (44% of TAM)
  2. Up Aerospace (8%)
  3. Virgin Galactic (potential)
  4. Exos (potential)
- Other Competition
  - \* High Altitude Balloons
  - \* Zero-G Aircraft



# Cubesat LEO Launch Industry

## Commercially Active Competitors

1. Int'l Space Station Launchers
2. RocketLab
3. SpaceX
4. India's PSLV
5. Virgin Orbit

## Future

1. Firefly
2. Astra & 100 others...

ALL have large rideshares (150-1200kg+) payloads, bluShift is 30kg



# Funding to Date



# Traction to Date

Stardust 1.0 Launch  
Former Loring AFB

- Purpose:  
Investor demonstration vehicle
- Secured \$100k MTI Matching Loan &  
\$100k private capital to fund launch
- Commercial Payload Customers:  
Kellogg's Research Lab  
Rocket Insights, LLC
- Academic Payload Customer:  
Falmouth Maine High School



# Business Model

## Short Term Funding (6 Months)

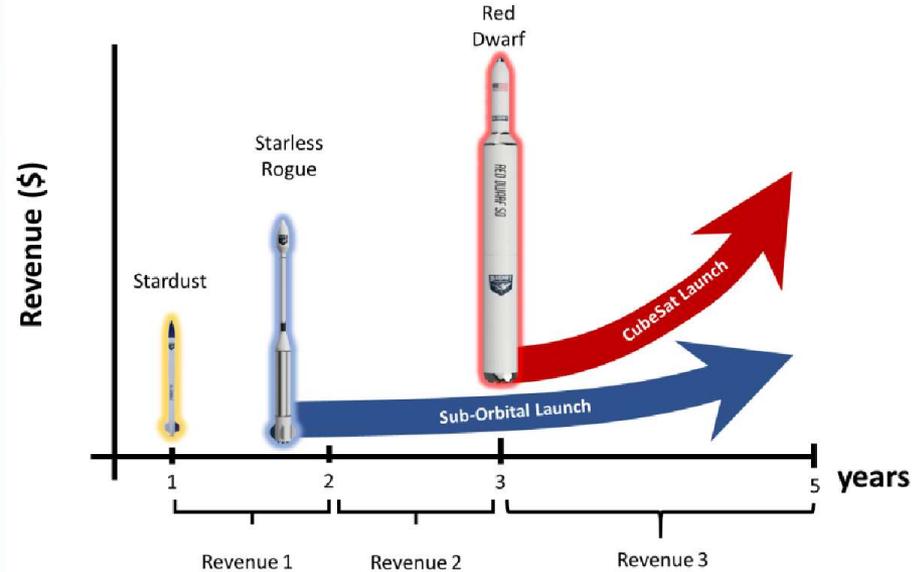
- Federal SBIR Grants
- MTI Matching Loans
- Owner Investment
- Stardust 1.0 Launch Revenue
- Angel Investment (\$1.2M Convertible Note)
- Crowd Equity SAFE Note (\$1M)

## Medium Term (1-3 Years)

- 2<sup>nd</sup> Private Round (\$5.5M Seed Round)
- Sub-Orbital Launch Revenue
- 3<sup>rd</sup> Private Round (\$7.7M Series A)

## Long Term (Years 4+)

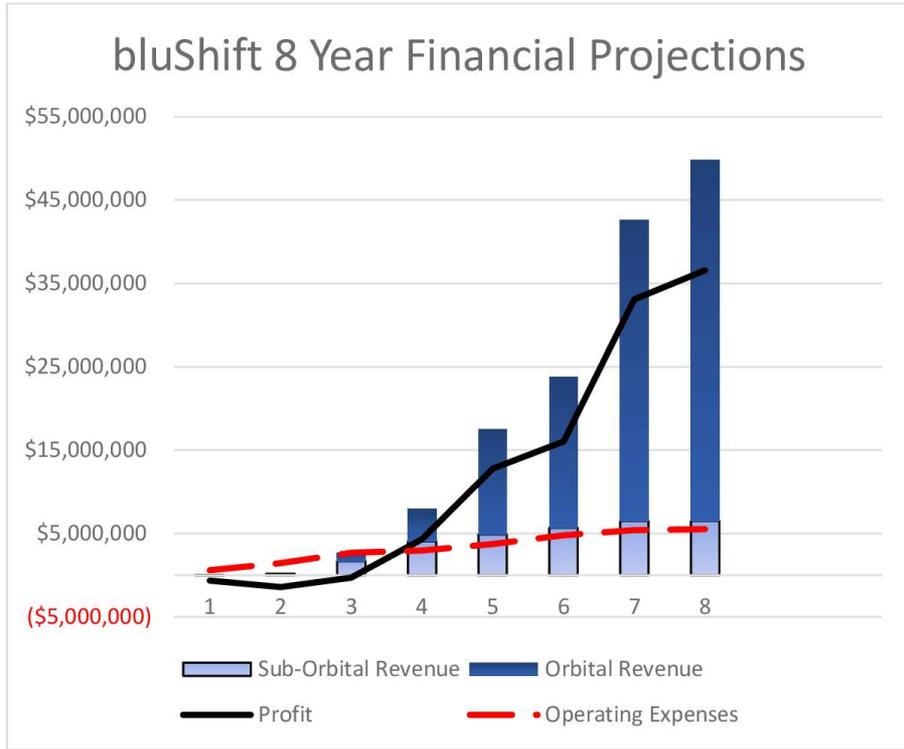
- Orbital Nanosat Launch Revenue



*This slide contains forward-looking projections that are not guaranteed*



- 2-Phase Revenue Approach
- Cash Flow Positive 4<sup>th</sup> Year
- Sub-orbital revenue feeds orbital development



Projection assumes:

- 30% of early launches are failures and/or rocket is unrecoverable
- Year 2 is first year of significant revenue with 2-3 suborbital flights at discounted for a full 30kg manifest
- Year 3 at least 2 additional full-commercial sub-orbital flights are expected with increased revenue per flight. A beta flight of the orbital rocket (not to insert to payloads to orbital insertion) is expected with highly discounted rate.
- Year 4 is 5 suborbital launches at full rate, 1 NASA qualifying flight of orbital service at a discounted rate followed by 1 at slightly discounted rate.
- Year 5 is 6 suborbital launches, 7 orbital.
- Year 6 is 7 suborbital, 10 orbital.
- Year 7 is 8 suborbital, 20 orbital.
- Year 8 is 8 suborbital, 24 orbital.

*This slide contains forward-looking projections that are not guaranteed*

# Game Changing Small Launch Costs

	Cost to Competitors	bluShift's Cost	Why?
<b>MAREVL Modular Green Engine Tech</b>	60% More (liquid rocket engines)	40% Savings	Modular, Simpler, Safer
<b>FAA Launch Approval</b>	Year-long headache	Streamlined	Ocean Launch
<b>Launch Range Costs</b>	\$250k-\$1M/launch	<\$50k/launch	Maine Spaceport & Barge Launch
<b>Launch Insurance</b>	20-25% of Launch	10-15%	No People/Property

**= \$1M-\$1.5M Savings  
Per Launch**



# Team Members



Sascha  
Deri

CEO



David  
Hayrikyan

CTO



Randy  
Walther

CFO



Bonny  
Ethridge

Exec.  
Assistant



Luke  
Saindon

Senior  
M.E.



Alex  
Morrow

Mech.  
Eng.



Gerard  
Desjardin

Test  
Eng.



Philip  
Molloy

Embedded  
Controls Eng.



Dan  
Leclair

RF  
Eng.



Seth  
Lockman

Marketing



Betta  
Stothart

Media  
Relations



Ben  
Farmer

Business  
Dev.

# Advisors



Matt Hoffner

Entrepreneurial Advisor, MTI  
Investor



Dr Gregory Falco

Space Security Expert  
Investor



Jeff Spaulding

Attorney, Eaton Peabody



John Karp

Commercialization Expert  
Investor

Dr. David Stickler

Hybrid Rocket Exp, ret. MIT

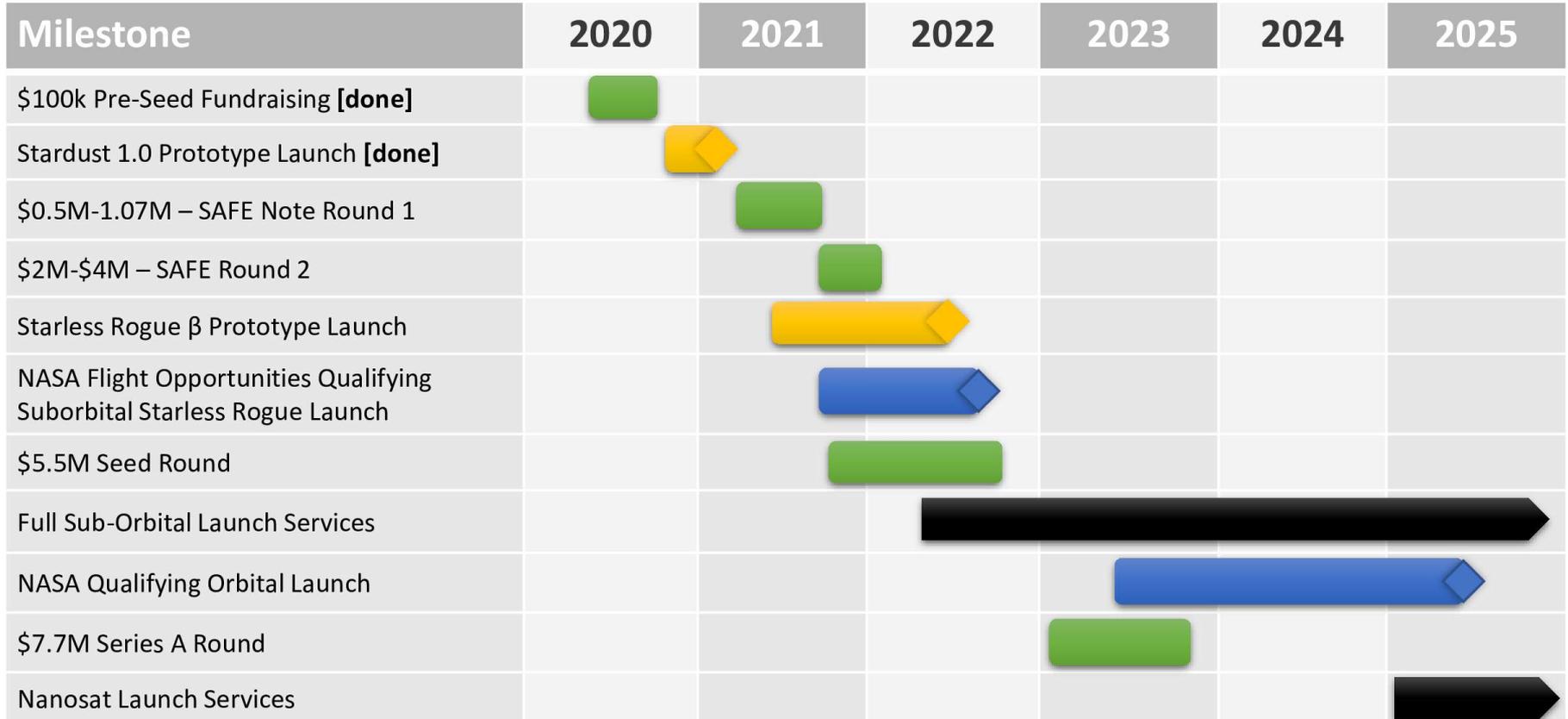
# Summary

- \$69B Market over 10 Years
- bluShift's MAREVL rocket tech lowers cost to market & production
- 2-Phase market strategy creates revenue early
- Launching to Polar Orbit from Maine meets 50% of TAM needs

*This slide contains forward-looking projections that are not guaranteed*



# Our Timeline



*This slide contains forward-looking projections that are not guaranteed*

**We are looking for 8 months of initial investment  
to develop the full size  
MAREVL Rocket Engine  
for the future Starless Rogue**



**Initial \$1.07M Crowd Equity Round**

## Problem

Small payloads ride trains or buses

## Opportunity

Provide an Uber to space

## bluShift's Solution

“Uber to Space”  
Dedicated, low-cost rocket launch service

## Market Opp

TAM: \$69B by 2030

## SAFE Note Round

\$1.07M for 5 Months  
\$18M Max Cap  
(Conversion in Seed Round)

SAFE Round 2 (and possibly 3+)

\$2M: Q3, '21, ~\$2M: Q2, '22

Seed Round

\$5.5M: Q3, '22

Series A

\$7.7M: 2H, '23 – 1H, '24

## Financials

Cash Flow Positive: 4<sup>th</sup> Yr  
Net Margin: 50% in 7 Yrs

## Team

- CEO: 22 Years Exp
- Aerospace, Launch, Manufacturing, Test Engineering
- Marketing

## Non-Dilutive Prior Funding



*This slide contains forward-looking projections that are not guaranteed*

## Sales Strategy

- 2-Phase:
  - Sub-orbital & orbital
- Beachhead Customer:
  - NASA-funded researchers
- Payload Brokers,
  - Direct Sales



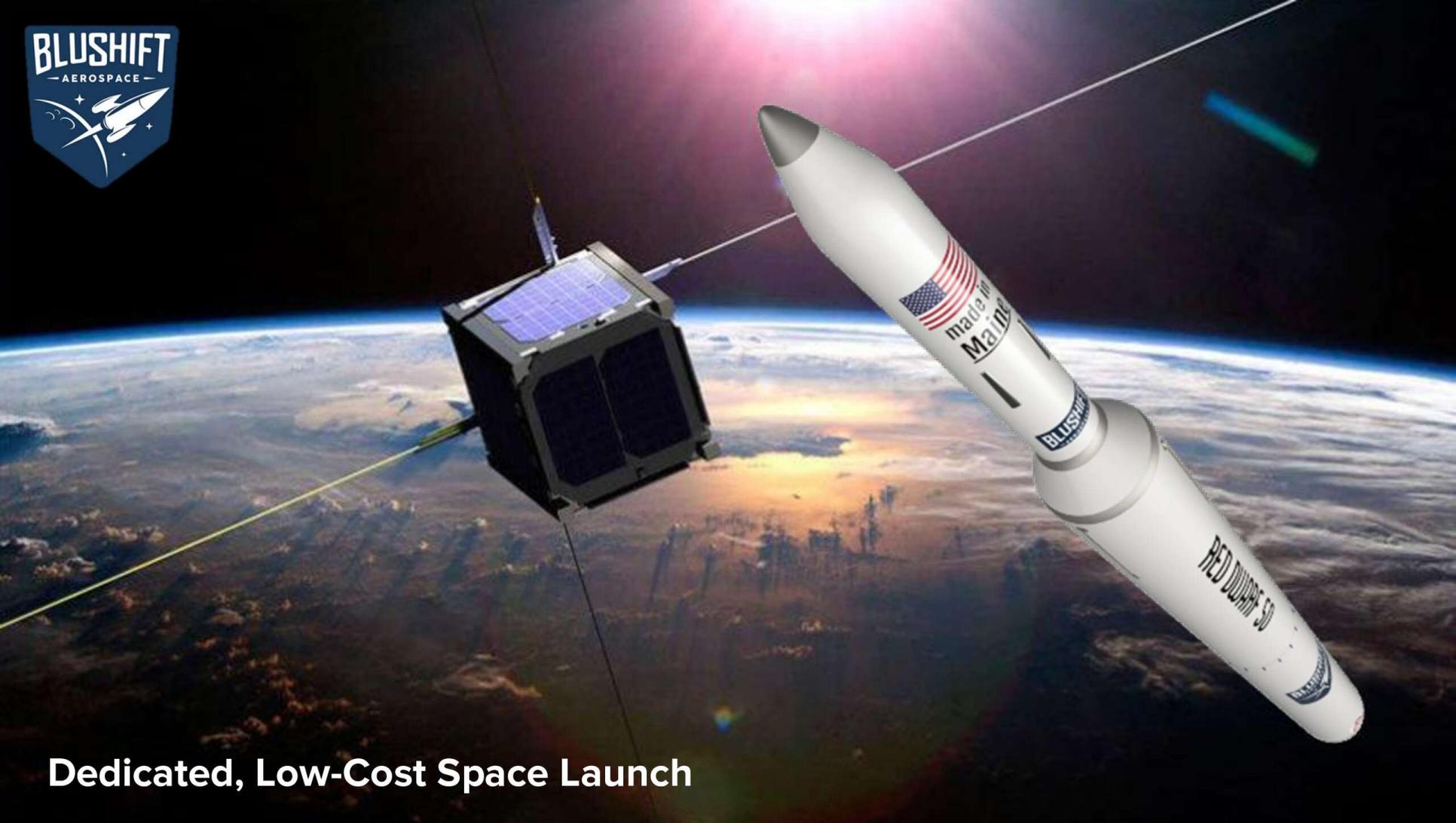
**Green Nano Space Launch**

## **Bonus Slides**

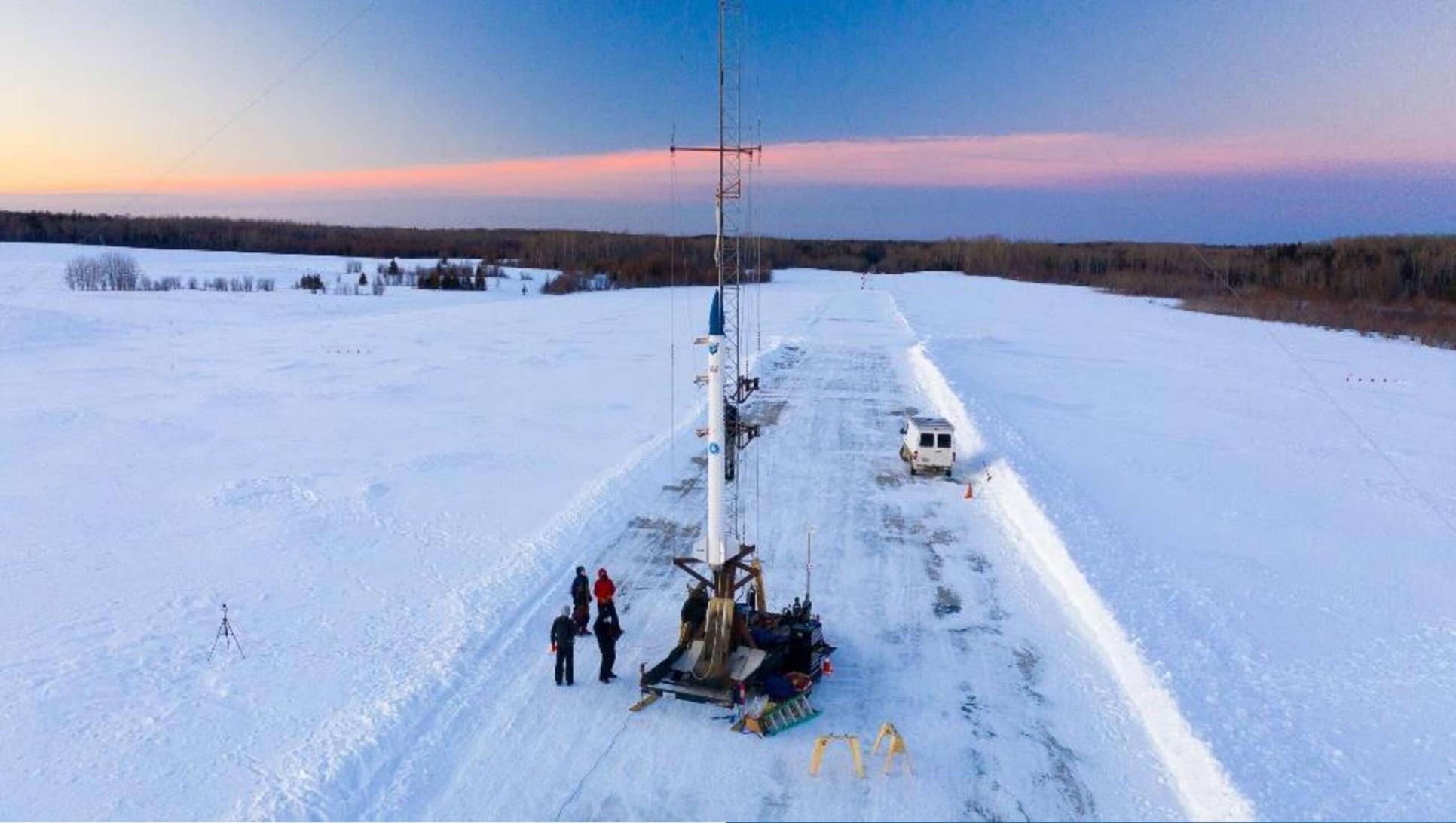


# Customer Acquisition

- Business Development Hire (done)
- State space grant consortiums
- Qualify for NASA Flight Opp.
- Qualify for NASA Cubesat Launch Initiative
- Solicit College Space Programs
- Promote at NSRC Conference
- Work with Payload Launch Brokers Tyvak and Trisept
- Online Sales (Available Today)



**Dedicated, Low-Cost Space Launch**







# Small Payloads Frustrated by Rideshares

- Customers want an Uber (not train or bus)
- Lack of control as secondary payloads
- Delays costly to burgeoning new businesses & researchers

# Nanosatellites

- 1 – 10Kg
- “CubeSat” Standard

## Academic

- Research
- Technology Demonstrations

## Commercial

- Earth Observation
- Communications
- Technology Development





## bluShift works with Maine legislature to evaluate a Maine Spaceport

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September 30, 2020

### Maine's space era ready for lift off with \$445K grant for spaceport study



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PHOTO COURTESY OF BLUSHIFT AEROSPACE

bluShift Aerospace, of Brunswick, plans to launch one of its test rockets in Presque Isle Oct. 21 as Maine, boosted by a federal grant, moves forward on development a spaceport in Brunswick and Presque Isle.

By Maureen Milliken

**T**he Maine Space Grant Consortium has been awarded a \$444,009 federal grant to develop a strategic plan for the Maine Spaceport Complex, just as bluShift Aerospace Inc., expected to be a big part of the state's space race, plans its first rocket launch.

The U.S. Department of Commerce's Economic Development Administration grant will be matched with \$148,489 in state funds and \$111,442 in local money, according to a news release.

The Maine Space Grant Consortium is helping to develop a spaceport, with the Brunswick Landing campus as mission control for a program







**bluShift honored with honored  
as the 2019 Innovator of the  
Year in the Small Company  
category by Midcoast Regional  
Redevelopment Authority.**





Sascha unveiled bluShift's new vision of specializing in launch services for academics and research, at the 2019 meeting of the Northeast Regional Space Grant Consortia (Newport, RI)

