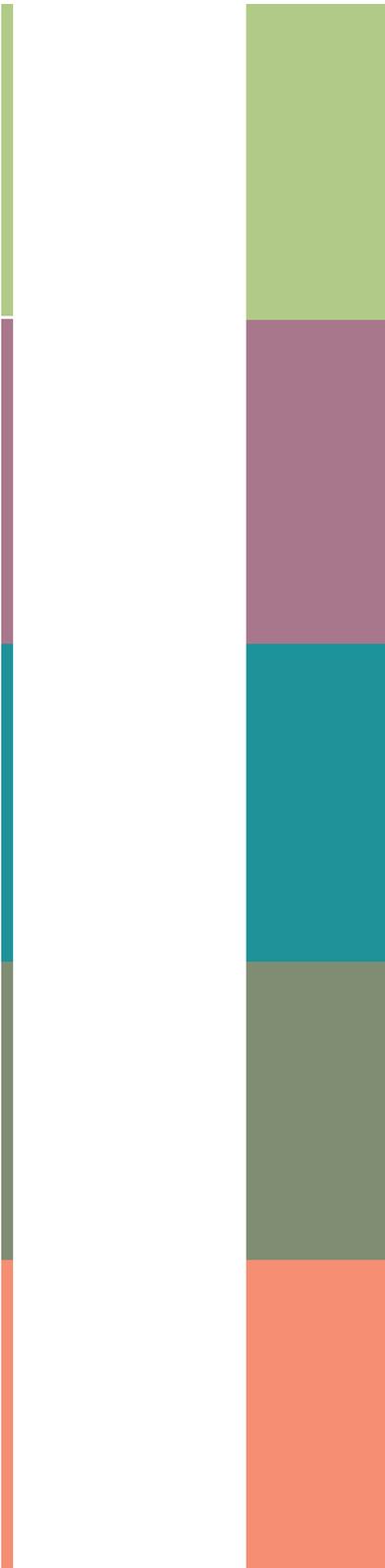


# Go - No/go



# **UCLS** (*User Centric Lightweight Structures*)

**Note:** *This business proposal is the first step strategy for proposing lightweight fabric modular interior structures in outer space.*

*It aims to target people here on Earth before aiming directly for outer space.*

**For Scientists/Researchers in Antarctica, Hawaai, Utah and Sardinia**

**who requires** *satisfaction of habitat and privacy in extreme environments*

**we provide** *lightweight user centric mobile structures that would be designed keeping in mind the psychological challenges a human body faces in an extreme environment.*

**Unlike** *already proposed aluminium interiors, who provide simplified intergration of utilities,*

**our solution will provide lightweight and user centric interiors that definitely would reduce the overall cost and eventually provide fewer launch benefits due to the compact nature of fabric structures.**

**All of these requirements are being aimed in the space industry currently and would be a major requirement in the near future when we aim for long duration missions as well.**

**In this 5.6 Million Dollar market, customers will learn about our solution through “planned” Exhibition in building 9 - Vehicle Mock-up Facility at NASA headquarters.**

**And they will buy the module through NASA and pay them directly after legal procurement of documents.**  
*(Haven't thought about exact mode of payment yet)*

**Our team will work on innovating lighter flexible fabric structures that aim to reduce approximately 55% of the weight. This will help already setup space companies like NASA to start gaining trust in us.**

## **GO** *(but after thorough analysis & rectification of the already done steps)*

- 1) First, I would like to mention Market Segmentation and Primary Market Research were really helpful steps for me. As I was supposing other set of customers to be the potential ones. After these steps, I realised my range of customers is totally different from what I was thinking. Though, some of them might be later adopters or indirect customers.**
- 2) I did struggle a lot in selecting the beachhead market and changed the same like 4-5 times. So, I believe that this step was the most crucial one for setting up the initial foundation. It helped me narrow and focus down.**
- 3) After talking to one of the potential customer, I realised that the priority was to develop light weight fabric structures over the intergration of design in a way to reduce the psychological impact. Though, It is an important issue, but not to be sold off separately but should be integrated in the design itself.**
- 4) Though, the scientist at NASA has told that it would be better if I actually start designing the product to let them know it's even working or not. He did see my conceptual sketches and had a positive response. After that he told me to work first on actual designing of radial cable structures that would make the flexibility possible.**
- 5) Also, I would like to mention that "Full life cycle use case" and "Quantification of value proposition" gave me a sort of clear idea as to how the actual process would work. Though the reasoning behind appoximation of numbers is not well supported. The reason being that the product is not yet developed.**