



Maine Space 2030 Pitch Competition

Do you have an innovation, an idea, a space startup or small company looking to grow? Or a big space business idea you want to launch? The Maine space economy is growing, and we are looking for students, researchers, entrepreneurs, and businesses to lead that growth. Come pitch to us at the inaugural Maine Space 2030 Pitch Competition.

BACKGROUND

On April 18, 2022, Governor Janet Mills signed into law legislation that created the Maine Space Corporation in Maine Statute 5 MRSA. c. 393 as a quasi-state body to develop the Maine Space Complex by leveraging the State's geographic, rocketry, manufacturing and higher education assets and capabilities to establish the State as a national and international industry destination and an authority in launching small launch vehicles and small satellites into polar orbit.

The Corporation is responsible for establishing and promoting the three business units of the Maine Space Complex: 1) Maine Space Data and Advanced Analytics Center, 2) Maine New Space Innovation Hub, and 3) Maine Launch Sites and Services. The enabling legislation requires the Corporation to restrict the Complex to commercial, research and educational uses, and to allocate the use of its staging and launch sites in a manner that prioritizes Maine-based businesses and businesses that minimize the environmental effects of their space vehicles and launches. For more information on the Complex, please visit [Maine Space 2030](#).

Successful implementation of the Maine Space Complex will contribute to the State's Economic Development Strategy 2020-2029 TALENT and INNOVATION Goals by:

- Retaining Maine's students and Immigrants with STEM degrees.
- Attracting highly skilled workers and their families from out of State.
- Encouraging startups and spur development in all seven technology sectors.
- Developing globally based applications for research, commercial and consumer uses.
- Facilitating STEM learning opportunities for Maine K-12 and higher education students.
- Promoting economic aspirations for All Mainers.
- Advancing Maine to a new competitive level in a fast-growing Knowledge Economy.

PURPOSE OF COMPETITION:

To support the development of talent and innovation in Maine's space economy, the Maine Space Grant Consortium (MSGC), the Maine Space Corporation and the Maine Center for Entrepreneurs (MCE), are pleased to announce a pitch competition for innovative ideas that align with the new space value chain (Figure 1) embodied in the Maine Space Complex and that benefit Maine directly. Innovations could lead to products and services that help solve problems in Maine and elsewhere and improve our lives.



Figure 1: New Space Value Chain

ELIGIBILITY:

Eligible applicants are undergraduate and graduate students, faculty, and researchers from institutions of higher education and non-profit institutions, businesses, startups, and budding entrepreneurs. Applicants are restricted to the New England States. Applicants must demonstrate how their innovations will support Maine’s space economy. Applicants do not have to own a business or be involved in the space industry.

APPLICATION PROCESS AND DEADLINE:

Applicants must submit a 3-minute video that addresses the following questions:

- What problem does your company, innovation or idea address?
- What is the solution your company, innovation or idea provides?
- How will this advance the space industry?
- Explain if your company, innovation or idea creates revenue?
- Which of the 3 business units of the Maine Space Complex does your company, innovation or idea align to?
- How will the company, innovation or idea contribute to the Maine Space Complex and local space economy?

The deadline for submitting the video application is close of business on **Friday, October 6, 2023**. Please use this [LINK](#) to upload your video application.

SELECTION OF FINALISTS:

The MSGC and MCE will review each video application during the week of October 9, 2023, and notify up to six finalists of their selection by Friday, October 13, 2023.

Finalists will be invited to make their pitch to a panel of judges at the Maine Space Conference on Monday, November 6, 2023, from 5:00 pm to 6:15 pm at the Holiday Inn by the Bay in Portland, Maine.

PREPARATION FOR THE PITCH COMPETITION:

Each finalist will have 5 minutes to make their pitch using a PowerPoint presentation that must not exceed 7 slides. The presentation must address the following points:

- Outline the problem statement your company, innovation or idea is addressing and the solution you are providing.
- How does your company, innovation or idea align with the Maine Space Complex (Space Data/Analytics, New Space Innovation, Launch Sites & Services) and advance the space economy of Maine?
- What is the total addressable market for your company, innovation or idea in the US? Internationally?
- What is your business model or research methodology?
- Who is your competition? What is the closest substitution?
- What is your competitive advantage?
- How will you market or apply your company, innovation or idea?

To help prepare for the pitch, Laurie Johnson, MCE Program Manager, has agreed to coach the finalists on how to prepare their slides and make their pitches. If interested in this opportunity, finalists should contact Laurie at ljohnson@mced.biz.

JUDGES' DECISION AND AWARD AMOUNTS:

After the competition, the Judges will convene to review their notes and select three award winners, the top finalist, 1st runner-up and 2nd runner-up. The judges will evaluate each applicant using the following rubric for a possible total of 130 points:

I. Alignment with Maine Space Complex Business Units

- (0-10 points) Little to no alignment
- (11-20 points) Partial alignment
- (21-30 points) Moderate alignment
- (31-40 points) Strong alignment

II. Innovation and Impact

1. Innovation and Creativity

- (0-5 points) Lacks innovation and creativity in the proposed idea.
- (6-10 points) Demonstrates some innovative elements but lacks creativity.
- (11-15 points) Shows a moderate level of innovation and creativity.
- (16-20 points) Highly innovative and creative idea with potential for groundbreaking impact.

2. Potential for Problem Solving and Impact

- (0-5 points) Fails to address significant problems or challenges.
- (6-10 points) Addresses some problems but lacks a clear impact strategy.
- (11-15 points) Demonstrates a potential for problem-solving and impact.
- (16-20 points) Clear and compelling plan for addressing challenges with the potential for substantial positive impact.

III. Feasibility and Viability

1. Feasibility of Implementation

- (0-5 points) The implementation plan lacks feasibility.
- (6-10 points) The implementation plan has some feasibility concerns.
- (11-15 points) Feasible implementation plan with minor concerns.
- (16-20 points) Highly feasible and well-thought-out implementation plan.

2. Market or Academic Viability

- (0-5 points) Lack of analysis and viability.
- (6-10 points) Incomplete analysis with viability concerns.
- (11-15 points) Demonstrates awareness of potential viability.
- (16-20 points) Robust analysis and clear viability strategy.

IV. Presentation and Clarity

- (0-3 points) Poorly structured and unengaging presentation.
- (4-6 points) Fairly structured but somewhat unengaging presentation.
- (7-8 points) Well-structured and moderately engaging presentation.
- (9-10 points) Highly structured, engaging, and compelling presentation.

Three level of awards will be made at the end of the competition.

- \$10,000 will be awarded to the top finalist.
- \$5,000 will be awarded to the 1st runner-up.
- \$2,500 will be awarded to the 2nd runner-up.

The three winners will be announced during or at the end of the dinner event at the Conference on Monday evening, November 6th at the Holiday Inn by the Bay.

Following the conference, the MSGC will send a contract award to each awardee.

MORE INFORMATION:

For more information on the pitch competition please contact Emily Dwinells at edwinells@gmail.com.