

Instructions

- ✓ Due by **Friday, March 28, 2014 at 3:00pm Arizona Time (AZ)**.
- ✓ Entries that do not comply with these instructions will not be accepted. Please read carefully!
- ✓ The information that you provide on this application must be information that is defined as non-sensitive by your business.
- ✓ Complete this entire entry form using a **10-point font size**. Do not change this document's margins or alter its format.
- ✓ **Your completed document must be no more than three (3) total pages:** two pages of content on pages two and three, plus this company profile page. Fill in your responses in the boxes below on all three pages.
- ✓ Parts 1 - 6 below must be contained on a **maximum of two pages**. You may change the relative sizes of the boxes' lengths, but you must write your responses within the provided template.
- ✓ The bolded, black text in each of the boxes for parts 1 through 6 are clarifying questions and content suggestions. We understand that you may not have answers to all the questions, but more complete applications tend to get better evaluations. If you wish, you may delete this bolded, black text in parts 1 through 6 as you fill in the application.
- ✓ Save this file as a PDF (an option in Microsoft Word's save-as window). Please title your file "**company name_AIC_Spring_14.pdf**."
- ✓ **To submit:** Beginning Monday, March 3, 2014, visit www.AZInnovationChallenge.com, go to the "Apply" section, then go to the "Application – Download & Submission" page. After reading the Submission section, click the "Submit Application" button near the bottom of that page. From there, you will fill out company profile information, upload your document, and complete the submission process, which will also include setting up an account for our online administration and evaluation system.
- ✓ Submissions outside of above guidelines will not be accepted.

Company Profile

Basic Information	
Company Name	World View Enterprises Inc
Contact Name	Jane Poynter
Company Website	www.WorldViewExperience.com
URL of optional 5-minute video submission	http://vimeo.com/78265336

Sector (mark only one)	
	Advanced Materials
	Advanced Manufacturing
x	Aerospace / Defense
	Bio & Life Sciences
	Cleantech / Renewable Energy
	IT - Hardware
	IT - Software

Type an "x" in the left column of the above table that most closely matches your industry sector.

Funding History	Funding Needs

Other profile questions	
Affiliated university, accelerator and/or incubator, if any:	University of Arizona, University of Nevada Las Vegas
Legal form of company? (e.g. C-corp., S-corp., LLC, Partnership)	C-corp
Intellectual property protection, if any	World View Trademarks; ParaWing: #61/768,183; capsule life support system: #13/350,581

Part 1: "Elevator" Introduction

Brief elevator pitch for your company

Tucson-based World View provides easy access to the frontier of space for tourism, research, industry, and other pursuits. We launch a capsule or other payloads to near space via a high-altitude balloon. Our balloon carries a comfortable capsule above the atmosphere, allowing passengers access to near space. The balloon system without the capsule can transport payloads for many applications including communications, surveillance, research, launching microsatellites and other operations.

Part 2: Go-to-Market Plan

Who are your customers? We have both industrial and tourism customers in the pipeline. Industrial customers (in discussions) are NASA, the DoE, DARPA, DoD, plus well-known private communications companies. Tourism customers are high-wealth individuals seeking a unique experience. Our public announcement in October 2013 led to 1.8 billion media impressions around the world, including articles in the New York Times, Wall Street Journal, Bloomberg, Aviation Weekly, and Forbes.

Customer acquisition strategy. Industry sales strategy leverages our team's history and strong networks at NASA and worldwide. We are inviting the community to watch our demonstration research flight that will occur in May 2014. New tourist customer acquisition requires: 1) brand awareness through targeted PR e.g. luxury travel, business and technology outlets; 2) direct contact with customers at exhibits; 3) partnerships with entities such as Virtuoso travel agencies, American Express and airlines; and 4) our ticket-holders as ambassadors.

Part 3: Market and Industry Analysis

How large are your target markets? How fast are they growing? The luxury experience market is growing at 10% per year. The FAA predicts that the space tourism market will be over \$1B by 2022.

Changes in the way communications companies are launching satellites will significantly increase the size of this market over the next few years. Based on our understanding of communications customer needs, this subset of the total industrial market is well over \$4B per year and growing fast.

How will you displace any incumbents? Our primary strategy is to continually lower the cost of space launches through ongoing technology innovation. Our seats are half the price of Zero2Infinity, the other high-altitude balloon company that caters to tourists at \$150,000 per seat.

Part 4: Technical Product Description and Plan

Briefly describe your product or service. We provide trips to near space using balloon technology for the purposes of tourism, research, and industry. A sealed capsule carries 6 passengers and 2 crew to over 100,000 feet to view the Earth from space or to perform research. Cost per seat: \$75,000. The un-manned balloon system carries payloads for communications, surveillance, research, launching microsatellites, and other operations.

Technology Validation. We are using existing technology that we have adapted for our launches. In 2013 we flew small versions of the system to the target altitudes. This spring we will fly a small version (10% scale) prototype, and by the end of this year a full-sized prototype.

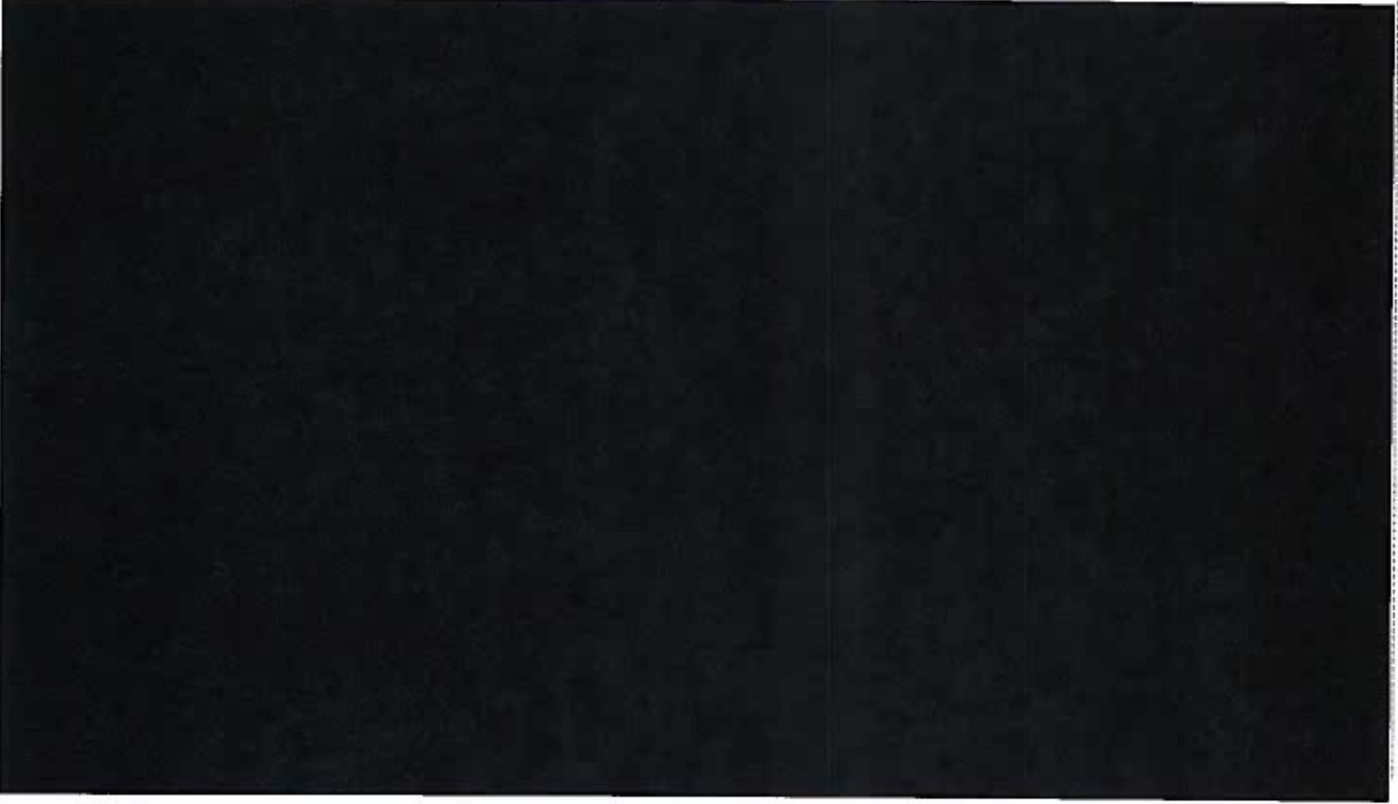
Describe your product's advantages for end-users vs. substitute solutions. Our near space experience is affordable (\$75k), gentle, comfortable, and longest in duration (2 hours). Rocket-based substitute solutions are costly (\$250k) and limited in duration (5 min). Rockets exert high g-forces, eliminating half of the market for medical reasons. Research instruments that can withstand these conditions are costly to develop. No other company offers our range of payload capacity, duration at altitude, or the ability for researchers to tend their instruments during the flight.

Describe your company's current intellectual property status and plans for the future. We have provisional patent: 61/768,183; and, non-provisional: 13/350,581. In the future we expect patents covering numerous technologies used in near space launches.

Discussion of any non-IP barriers to entry for your market. Barriers to entry include: the need for deep industry knowledge, space technology experience, regulatory hurdles, advisor relationships, and customer relationships.

Part 5: Economics

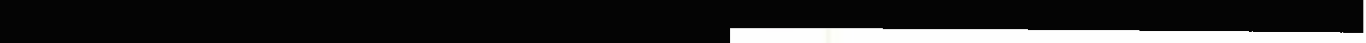
Prove there is a compelling ROI for end-users based on your pricing. Careful pricing is key to success in this business with both our tourist and industry customers. We are dedicated to continually innovating new technologies that lower costs, making near space increasingly affordable over the next decade. During development of our current technologies, we focused on the final cost to our customers. This has allowed us to provide a launch at half the cost of our closest competitor.



Part 6: Risk vs. Talent Narrative

What risks has your team mitigated so far? We have completed successful, unmanned test launches with the balloon and launch system. We have procured FAA approval for our launches to be regulated by the streamlined and less costly commercial spaceflight regime. We have sold tickets to tourist customers in presale. We have had serious conversations with research/industrial customers about needs and contracts. We have two patents pending.

What are the next few major risk-reduction milestones? Our next major milestones include a 10% scale prototype test flight in May, 2014 to demonstrate the full flight from launch to landing.



Briefly list and describe your key team members. Jane Poynter, CEO, cofounded and was President of Paragon Space development Corp. that, for two decades has built spacesuits, spacecraft life support and high-altitude ballooning projects. Astronaut Mark Kelly, Director of Flight Crew Operations, is a two-time Shuttle Commander and Navy test pilot. Dr. Alan Stern, Chief Scientist, is former head of science for NASA.

Briefly describe any holes in your leadership team. What are your plans to address any recruiting needs in the next 18 mos.? We expect to expand our Arizona-based engineering team in the near future, as well as industrial sales personnel and tourism sales leadership.

Briefly list and describe your key advisors, and their contributions to date. Philippe Bourignon, CEO of Exclusive Resorts and former Chairman and CEO of Euro Disney, has been critical to developing pricing strategies for tourism. Milton Pedraza, Luxury Institute, has advised on our customer relations and passenger experience. Julian Nott, the father of modern ballooning, has advised on launch technology, balloon design and operations; Danny Ball, NASA's foremost scientific ballooning expert, selected Page Arizona for launch operations because of its exceptional weather; Michael Tanne, a technology business strategist, has advised on our business strategy; Pamela Meridith, Chair Space Law Practice at Zuckert Scoutt & Rasenberger, developed our FAA strategy and helped get us approved to be regulated by the commercial spaceflight regime.