

# REEF STARTER INNOVATION CHALLENGE

SEPTEMBER-NOVEMBER 2022

## PROBLEM STATEMENT

The Orbital Reef team from Blue Origin is designing a commercial space station intended to function as a mixed-use business park in space. As such, Blue Origin needs to identify end-users.

## OUTCOME & RESULTS

Blue Origin hired TechConnect to find potential users of its planned commercial space station, Orbital Reef. The Challenge achieved three established objectives:

1. Increase awareness of the planned station
2. Drive interest in the low Earth orbit destination
3. Deliver a long list of potential users for both near and long-term

We searched and successfully found over 1,500 contacts of relevance, which we contacted in addition to our existing robust network. TechConnect hosted a one-hour informational webinar and two virtual office hours to provide application support for prospective entrants. We completed one-on-one phone calls, promoted the opportunity at our TechConnect World Innovation Summit, and executed both social media and email marketing campaigns to reach a broad audience.

Following the application process, TechConnect invited 25 top respondents to a virtual pitch session after which five (5) received recognition by Blue Origin. Those winners are:

**Prometheus Life Technologies in 1st Place**  
**Lunasonde in 2nd Place**  
**Ecoatoms in 3rd Place**  
**Fluix with an Innovation Award**

TechConnect was honored to share such an exciting opportunity with its network and to see such an overwhelming interest in the project.

**23**

COUNTRIES  
REPRESENTED

**198**

APPLICANTS

**25%**

FROM WOMAN OR  
MINORITY-OWNED  
COMPANIES

**5**

WINNERS

**25**

FINALISTS

**10%**

FROM VETERAN-  
OWNED COMPANIES

**75%**

EARLY-TO-MID-  
STAGE STARTUPS



**BLUE ORIGIN**