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EPIC STRATEGIC GOALS  
KICK-OFF WORKSHOP

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# INSIDE THE MOONSHOT FACTORY



A rocket launch scene with palm trees in the foreground. The rocket is ascending vertically, leaving a large plume of white smoke and a smaller plume of brownish smoke. The sky is a deep blue with scattered white clouds. The foreground is filled with green palm trees and other vegetation.

## OUR MISSION

Invent and launch moonshot technologies that make the world a radically better place.

## OUR MODEL

# [ MOON · SHOT ]

*adj, noun*

An audacious innovation that could solve a huge problem for a lot of people in the long term

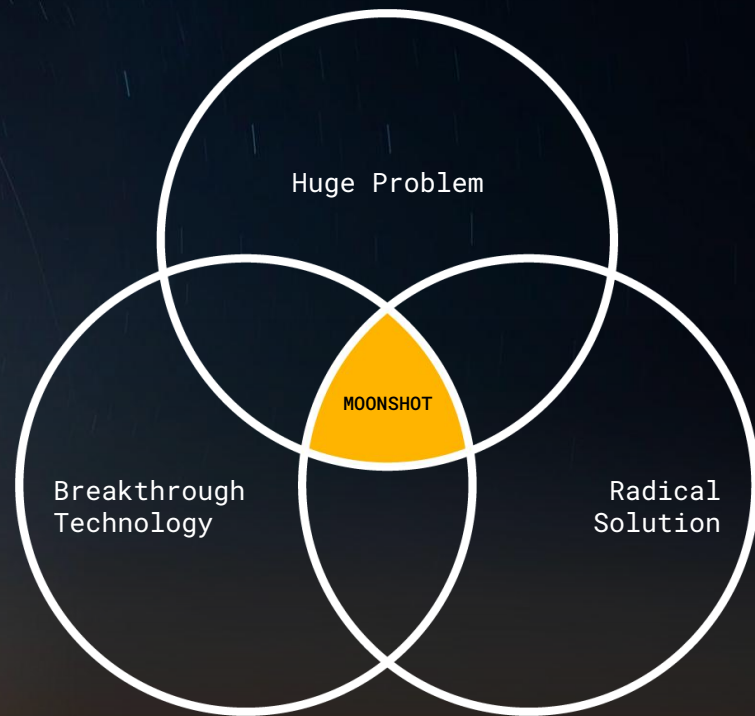
# [ FAC · TOR · Y ]

*noun*

*The people, processes and culture that together create breakthrough technologies, repeatedly*



# OUR BLUEPRINT FOR MOONSHOTS



An aerial night view of a city grid, where the streets are illuminated with a golden-yellow glow against a dark background. The grid is dense and complex, with many small streets and larger thoroughfares. The lighting creates a sense of depth and texture, highlighting the intricate patterns of urban planning.

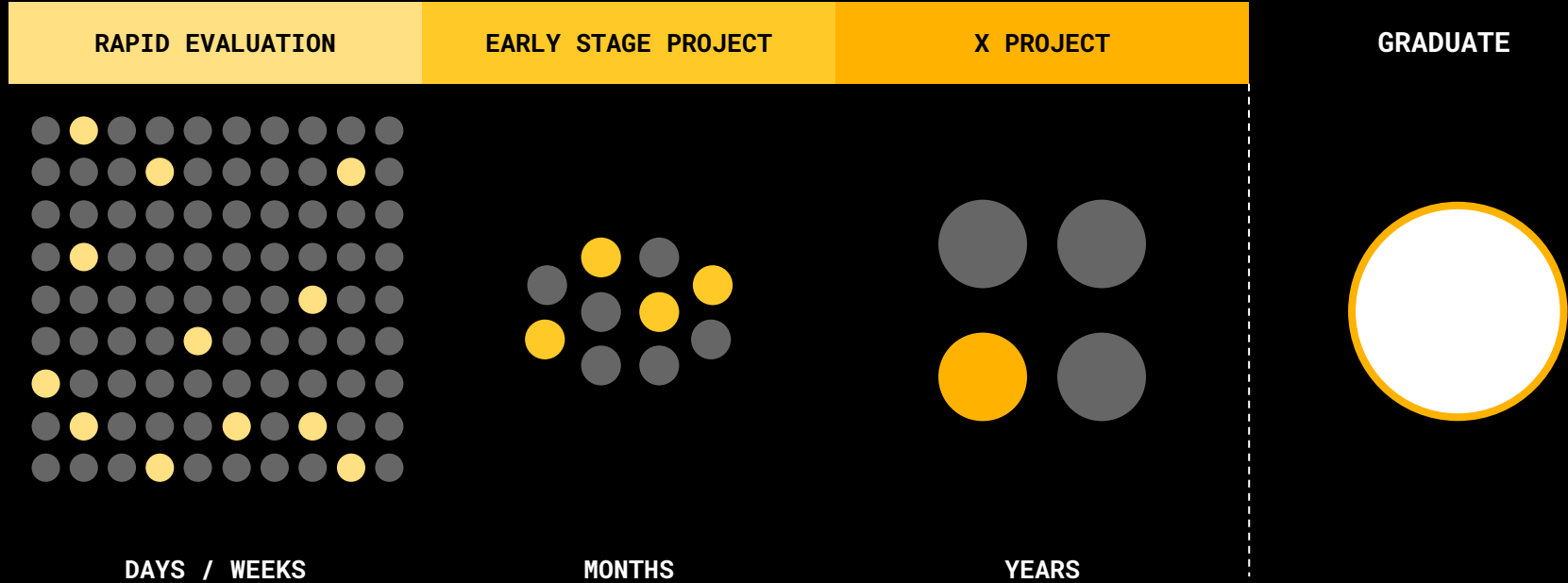
**TAPESTRY**

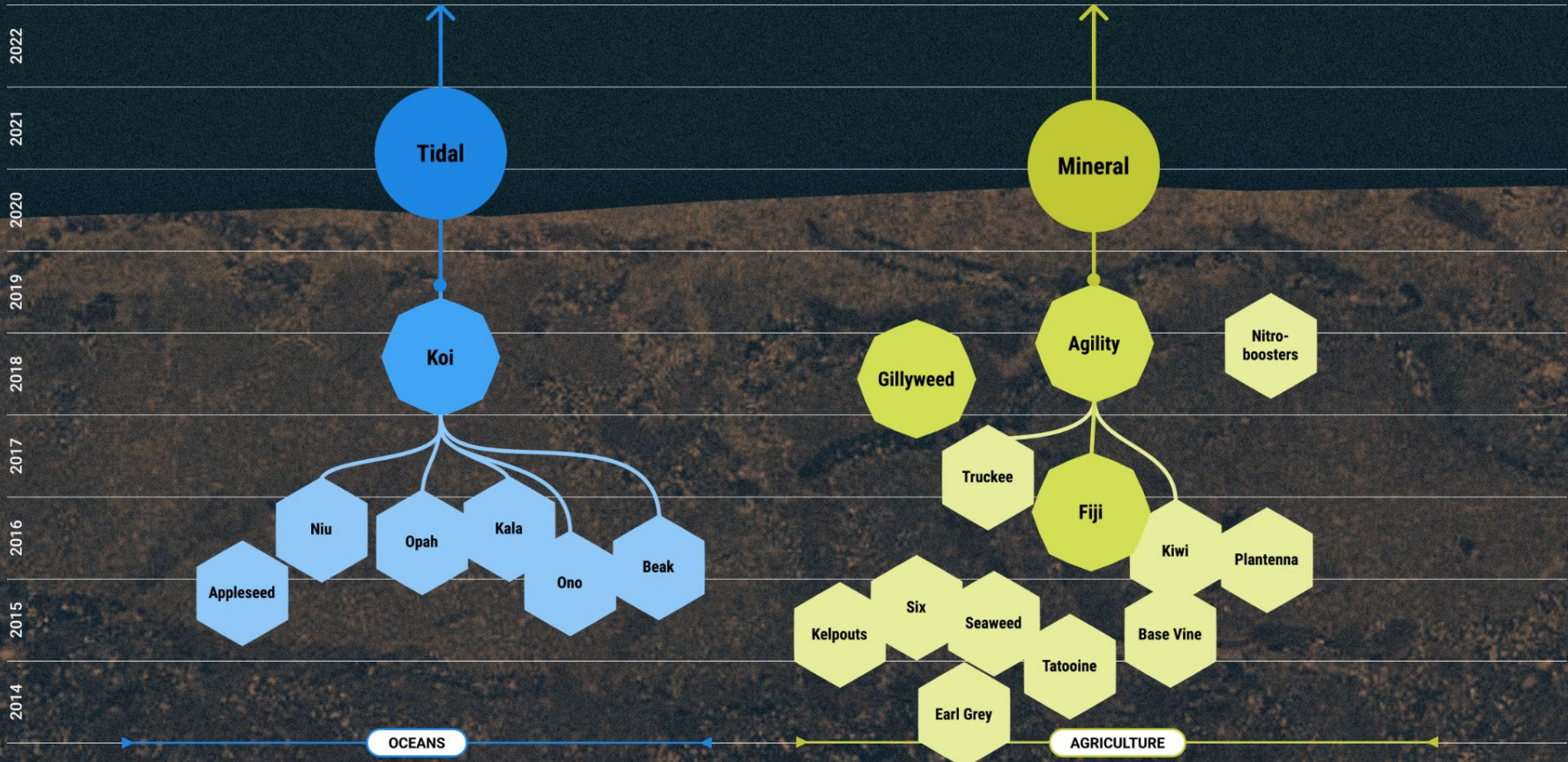
**WHAT IF WE HAD TOOLS  
TO BETTER PLAN,  
BUILD, AND OPERATE  
THE GRID?**



X CREATES  
SEED CRYSTALS

# HOW WE INCUBATE MOONSHOTS







A photograph of a laboratory or workshop. In the center, three people (two men and one woman) are looking at a piece of equipment. The woman is wearing glasses and a blue shirt, and is gesturing with her hand. The man to her left is wearing a blue and orange plaid shirt. The man to her right is wearing a dark shirt. The equipment is a complex assembly of metal frames, silver insulated tubes, and orange flexible hoses. In the foreground, there are various mechanical components, including a motor and a scale. The background shows more laboratory equipment and a bright, well-lit environment.

**How X WORKS** TO BUILD  
A CULTURE OF INNOVATION

TIP 01

AIM FOR 10X,  
NOT 10%



TIP 02

FALL IN LOVE  
WITH THE  
PROBLEM



TIP 03

# TACKLE THE MONKEY FIRST



*To be, or not to be...*



TIP 04

LEARN TO LOVE  
V0. CRAP



TIP 05

## BUILD IN DIVERSE PERSPECTIVES



TIP 06

# EMBRACE ~~FAILURE~~ LEARNING

I have not failed. I've just found  
10,000 ways that won't work.

– Thomas A. Edison

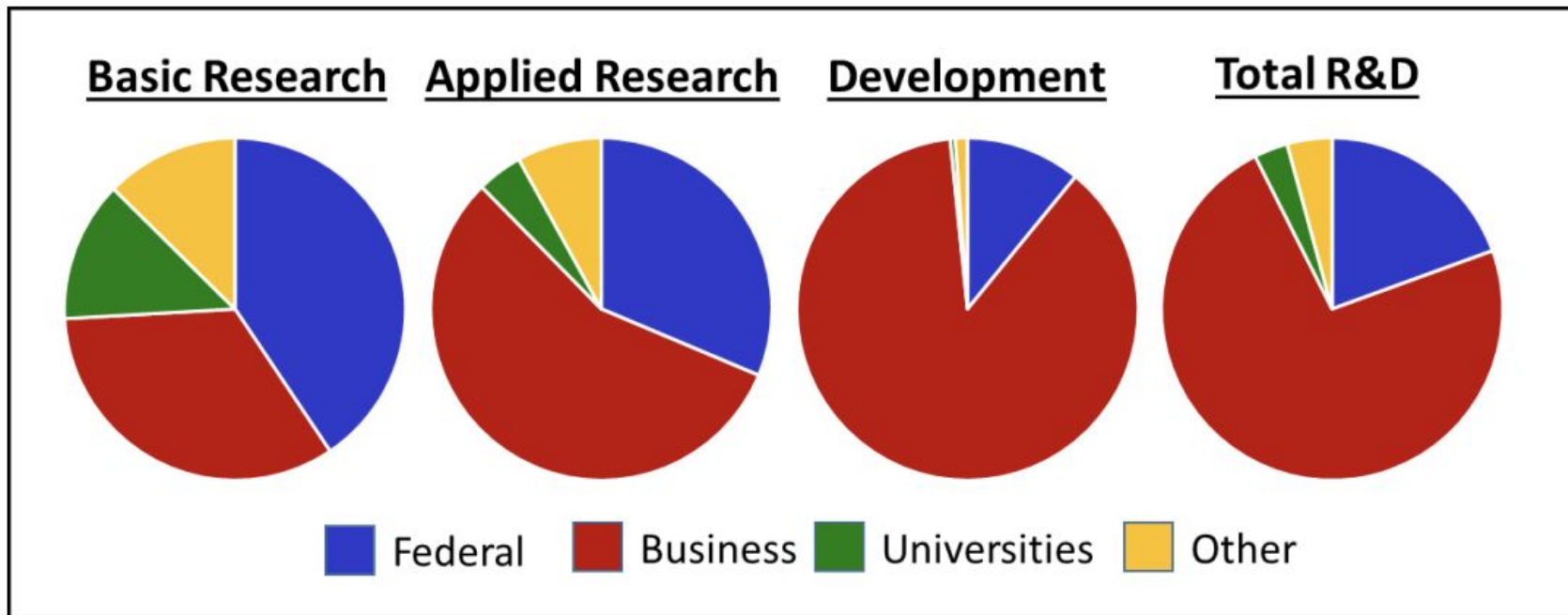


# SUMMARY

- 01 AIM FOR 10X, NOT 10%
- 02 FALL IN LOVE WITH THE PROBLEM
- 03 TACKLE THE MONKEY FIRST
- 04 LEARN TO LOVE V.0 CRAP
- 05 BUILD IN DIVERSE PERSPECTIVES
- 06 EMBRACE ~~FAILURE~~ LEARNING



**Figure 4. U.S. R&D Funding by Character and Sector, 2020**



**Source:** CRS analysis of National Science Foundation, *National Patterns of R&D Resources: 2019–20 Data Update*, NSF 22-320, Tables 7-9, February 22, 2022.

**Note:** 2020 data are preliminary and may be revised.

Citation: CRS Report: U.S. Research and Development Funding and Performance: Fact Sheet Updated September 13, 2022

**Thank you!**