



## Strategy Update Summer 2022

- **What's new?... independent expert analysis; full commercial launch; seed funding; smart international marketing plans; non-fungible tokens; STEM/space-studies scholarships; space-industry partnership(s); intense lobbying of UN delegations ...**
1. Despite considerable efforts by Dr Philip Davies (founder) to raise national and international awareness of the transparent credibility of 'The Martians' project, it became obvious that we needed to invite independent expert critique. We engaged with many elite law scholars and PhD astrophysicists. We specifically commissioned Professor Frans Von Der Dunk (Director, International Institute of Space Law), Dr Philip De Man (Rapporteur: International Law Association Space Law Committee), and Professor Dr Paul Sutter (astrophysicist, Stonybrook Uni NYC; and expert space-science presenter on Discovery Channel, Science Channel and Weather Channel). All three experts produced critical reports into the legal and scientific correctness of 'The Martians' project. We asked for strong critique (no 'pulled punches') in our emailed requests to these experts. These reports have largely agreed with the legal & scientific assertions made within our Background and Strategy Document 2021. A short, independent analysis was also sent to us from Professor P.J. Blount (Treasurer: International Institute of Space Law). All these reports suggest we can claim early factual possession, which may be sufficient to create a provisional inchoate title (i.e., if space law were to evolve towards tolerance of private celestial property rights, then we would have a legal foothold on Mars – which could lead to ownership if our factual possession became fully established in a reasonable period of time). This information has enabled us to confidently approach a new commercial phase of 'The Martians' project.
  2. For the first six years, we sought to grow membership (co-claimants joining 'The Martians') on a 'Free-Claim' basis. Since 2016 we have created a paid membership facility (option to join our communal claim for less than \$20), but still maintained the free membership option in parallel. We occasionally promoted the paid membership at times when funds were needed (e.g., legal fees for UK High Courts and payment for independent legal/scientific analysis), but in his most significant television appearances, Dr Phil Davies has advised only on the free-membership route. In 2021, internal audit revealed that the smaller number of fee-paying members were much more active as advocates/proponents of 'The Martians' project (e.g., via social

media). They were more motivated to realise either land ownership for their family descendants or enhancement of space law (to keep us safe from aggressive weaponization) ... or both. We also realised that a successful commercial project (with perhaps 5 million fee-paying members) would provide us with sufficient capital to effectively lobby national delegations at UN-COPUOS, and also to fully establish a factual possession of the land on Mars.

3. After some remodelling of the form and content of the 'sales' website (<https://mars.sale>), we are now ready to re-engage with more knowledgeable media outlets. The formal reports from subject matter experts (legal and scientific) should provide us with a legitimate platform. We must endeavour to ensure that commentators/journalists understand the difference between a legitimate claim of possession (a valid claim-in-waiting with a provisional foothold on Mars) and a currently impossible (not legal) claim of established ownership. With positive critique from independent expert legal scholars, we should be able to clearly separate our project from the nefarious practice of some online agencies who sell 'novelty' deeds to celestial land. With every media encounter, we must stress the importance of our parallel 'Save The Space Treaty' campaign (it needs an additional 'top-up' treaty to reinforce and preserve its relevance ... adding strength against weaponization, creating responsibility for debris management, and facilitating equitable and vibrant space commerce). We must show that the full realisation of 'The Martians' project will actually deliver on those goals.
4. Continued safe use of very powerful lasers (attached/aligned to astronomical telescopes) in the frequent targeting of Planet Mars.
5. Imaginative use of existing co-claimants: inspire to become social-media influencers.
6. Professional assistance w.r.t website/social media enhancement plus SEO/PPC/CRO.
7. Website translation into most major languages ... leading to engagement with prominent media outlets in multiple nations.
8. Build the brand 'The Martians' - plus sub-brands 'All Mankind', 'TrustMars' and 'OUTERSpeACE' = accessibility, equality, caring commerce and safety.
9. With sufficient international awareness of our credible claim and ethical project, we may not need additional seed funding ... but we think it will be needed. We must take care when selecting investor(s) at this stage. We are likely to need seed funding (raised via an equity offer) for a smart marketing package. An investor with proven marketing experience (or a business angel with relevant knowledge and wide public appeal) would be most useful. Whilst we would like to encourage this early investor(s) to stay with us for the long run, we understand the likely desire for an early profitable exit. This can be easily facilitated.
10. The existing web-based sales platform (via shopify) has shown itself capable of handling quite large traffic (>\$5000 sales in one day). The operational costs involved in gaining a full membership of >5 million are remarkably small. The most significant additional cost is likely to be marketing. With 5 million paid-memberships, gross profits will approach \$150M. This could be realised within 3-5 years. A seed investor could happily relinquish their 20% equity share at that time.

11. In collaboration with ESA, NASA, Roscosmos, CNSA, UK Space Agency and the International Space University, we intend to use available funds to provide annual STEM/Space-Studies scholarships for successful student applicants from within our members' families. The funds are raised from primary sales (a limit of 5.4M claims available) and also secondary resales (membership certification to be associated with non-fungible tokens – permitting a 10% levy, paid automatically to Mars Register Ltd, for every resale/transfer). We may be able to deliver >50 annual scholarships (every year). This should result in many expert advocates for 'The Martians' project and would help to generate future astronauts, space engineers and space miners/settlers.
12. As well as becoming advocates for our project, it is very possible that a small number of the early settlers/workers on Mars will also hold membership of The Martians. We will reward the first ten members to set foot on Mars (\$1M?). With a favourable evolution of space law, these settlers could finally establish a 'complete' factual possession which should legally 'perfect' or consummate our claim towards recognition of ownership of the Martian lands (we very much expect the law to eventually evolve towards tolerance of private celestial land/property rights... in 50-150 years). We, along with many/most others, believe that celestial land property will become legally encouraged once any significant human settlement is established, together with the productive use of natural resources.
13. We aim to utilize at least 20% of gross profits (from primary and secondary sales) in the delivery of annual STEM/Space-Studies scholarships. This should benefit us (directly and indirectly), but also provide human society with more of the people we need to save our planet. We also aim to award 10% of gross profits towards credible efforts to remove/manage existing space debris. Such is not done to boast any ethical 'badge' ... it will serve to show our commitment to responsible space commerce; and may lead others within space industry to make similar financial commitments towards debris removal/management.
14. Effective, tailored lobbying of state delegations to COPUOS... build awareness of the uniquely positive outcomes that may flow from the implementation of our proposal... and carefully deliver them to the awareness that this elegant "flat-packed" solution is a necessity for vibrant, responsible commerce. The **unique selling point**, from the perspective of space industry, is that it beautifully manages the obligations that flow from Article I of the Outer Space Treaty (and note, by managing Article I, we also preserve the strength of this vital Treaty, thus reducing most threats to peace in space). Encourage a favourable reinterpretation of existing core space law. Also encourage the development of new space law to reinforce and expand on the Outer Space treaty (OST 1967) ... a top-up treaty? Through individual lobbying of state delegations (one-by-one, probably outside the UN environment), we might convince nations to provisionally register our claim, to thus realise the practical and ethical solution which is bundled within.
15. From an early stage (either immediately pre- or post- seed funding), we will seek to establish a Memorandum of Understanding with a potential space-industry partner(s). Such an arrangement could not only serve to encourage early growth in

our membership numbers but could also facilitate an eventual 'settlement mission' to Mars (whereby we supply the miners/engineers/settlers, and the commercial partner provides the transport/infrastructure/hardware). A minimum of four productive settlements (one in each quadrant of Mars) might be required to fully establish factual possession of all land on Mars. In this way, a legal 'perfection' to our inchoate title for all land on Mars could be realised... sufficient to gain recognition of ownership of all/most Martian land (and thus beat any/all competing claims).

16. Partnership with space-industry could also deliver an enhancement to the strength of our Martian claim (years before any substantial Martian settlements) ... perhaps through the manufacture and use of very powerful space-based lasers (perhaps even solar-pumped lasers). A more measurable effect upon the Martian geo-atmosphere could be realised (but any decision to do this must be a careful, considered one ... we don't want to harm/disrupt any significant plans for terraforming Mars).
  17. If, in perhaps 50-150 years, we eventually gain registered ownership of all/most land on Mars, then our existing Declaration of Intent should be followed. We seek the award of legal title (over all land on Mars) to All Humankind, to be held in trust by a UN body. Our co-claimants/members will receive only the beneficial title. Each co-claimant is then awarded a land plot (9-35 Sq Km – average is 22 Sq Km). We endeavour to realise an equitable distribution of claims to people of every nation (half of all claims are open to all; the other half are allocated in equitable numbers to people of all nations, as per population and human right/state corruption statistics). A responsible, pro-commerce space user group will administer light-touch regulation/governance over all exploitation activity. A space faring nation can only have representation on that user group if it has ratified the important 'top-up space treaty' that we desire (mainly to protect against weapons, but also to facilitate vibrant commerce and manage debris). In practice, the user group will consider/approve a mining contract (with all necessary installations). The mining company must only pay a reasonable 'ground rent' to the relevant landowner (a member/claimant within 'The Martians'). The landowner must part-share this payment/benefit with all other members. Thus, people of all nations (in an equitable distribution) gain benefit from space exploitation. Article I of Outer Space Treaty is also satisfied in this manner.
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**CALL TO ACTION (and USP):**

If you would love to save the Outer Space Treaty (to keep us safe from aggressive weaponization just 350 km above our heads) and provide your family descendants with the real probability of owning a huge chunk of land on Planet Mars, then do something amazing ... JOIN THE MARTIANS in our communal claim to land on Mars!

Dr Philip Davies

Director

Mars Register Ltd

<http://themartians.org>

<http://marsregister.org>

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