

Note, our program and activities will start in October 2023. The website will not be published until shortly after the launch in early October 2023.



Cosmic Girls™ Beleidsplan 2023-2025 (Business Plan)

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## **Objective Stichting Cosmic Girls**

The broad aim of the foundation: to offer girls free training programs worldwide which upskill them in technical subjects and build their leadership skillset to develop them as young professionals. Our program is primarily focused on the space industry and the skills needed to flourish within it. However, this same skillset can benefit the girls in whichever profession they ultimately choose, especially a technical one. Our goal is to enable more competent girls to enter and succeed within the technical and astronaut talent pipelines. Our program's first three years focuses on girls between 14-19 years old. Later on, this can be expanded to also include young women early in their professional careers.

## **Why do we need Stichting Cosmic Girls?**

Despite sixty years of space exploration, gender inequality has kept women from being equally represented in the space industry, the numbers of which are unusually low compared to other technical fields. Nearly 600 individuals have traveled to space. Less than 12% were women. Only 24% of aerospace employees are women. As of 2020 only 20% of senior industry roles were held by women. At NASA women account for only 1/3 of the workforce (28% of senior leadership positions and 16% of scientific employees) — and NASA is the most diverse of the major space agencies! The space industry's long-term sustainability will depend upon growing the astronaut talent and space sector pipelines with as many qualified individuals as possible as early as possible to feed its demanding appetite. Though most dreams of flying to space as an astronaut will not be realized due to extremely competitive standards, these same people comprise the very bedrock of the space industry's future and its rapidly advancing economy.

Cultivating the essential leadership and life skills to excel begins by instilling them in youth. While foundations exist to help girls “reach for the stars”, none address how to actually become an astronaut and the wildly expanding aerospace industry's needs (e.g. steering girls into STEM, space education, mentoring, confidence-building). Cosmic Girls is unique; integrating these approaches as well as providing veritable astronaut training and astronaut experiences ... and ultimately, a chance to go to space! Together with Cosmic Girls, we can significantly boost the stats and make gender equity in the space arena a reality for both the maturing and incoming space generation. Cosmic Girls' will attract multitudes throughout the world and seed girls' dreams, stir their aspirations & ambitions, and leave them soaring.

In short, Stichting Cosmic Girls will produce a global network of girls who have been inspired, motivated, and upskilled as young (aero) space professionals. This network will become change agents for the next phase of space exploration - one which will require and heavily rely upon a balanced gender diversity.

## **Background and Organization Structure**

Stichting Cosmic Girls is a not-for-profit organization registered in the Dutch Chamber of Commerce with a pending ANBI charity status. Stichting Cosmic Girls was incorporated in May 8, 2023. At this time, with no funds collected yet, there are no paid employees. There is an Executive Director who was appointed by the supervisory board and a Chief Communications & Creativity Officer who is volunteering time to set up the foundation and to



initiate all of its activities. The Executive Director is responsible for setting up the foundation, creating and then executing the completed business plan. In addition, the Executive Director is also the chief fundraiser. The Chief Communications & Creativity Officer is responsible for all of the internal and external communications to potential sponsors, partners and stakeholders, and is in charge of the foundation's reputation. A 3-person Supervisory Board steers the director's activities and is responsible for the governance of the foundation, key strategic decisions regarding its future direction, approval of how funds are spent.

The names of the Supervisory Board members are: Professor Dr. Michael Golombok (president), Lindsay Uitenbogaard, (secretary), and Eric Noordegraaf (treasurer). The Executive Director is Dr. Mindy Howard and the Chief Communications & Creativity Officer is Alison Goldwyn. Board members are appointed by the board for a maximum period of three years. Board members retire in accordance with a schedule to be drawn up by the Board; a board member retiring according to the schedule is immediately eligible for reappointment which is stated in the statutes of the stichting.

In addition, an Advisory Board is being formed with international experts and astronauts in the space industry who will guide and endorse the project publicly. We intend for some of the advisory board members to publicly communicate our foundation's messaging and the periodic PR announcements we issue throughout the competition period.

### **Compensation Policy:**

The supervisory board members and advisory board members will receive no remuneration from Stichting Cosmic Girls payment now or in the future for their roles. They are, however, entitled to reimbursement of the costs incurred by them in the performance of their duties.

The Executive Director will only accept compensation from the foundation in the form of a minimum salary if Tier 3 (see Figure 2 below), is reached in the foundation's fundraising efforts. If Tier 3 is not reached, the Executive Director will not receive any salary. Furthermore, no one else in the organization, except for the Executive Director will receive a salary in the first 3 years of operation.

### **Mission and Vision**

On our planet, gravity can be grounding yet also inhibiting. When it comes to achieving their dreams, girls have historically been weighed down by stereotypes, by the absence of strong female role models, and by self-limiting beliefs that obstruct them from achieving their dreams. Carrying this heavy burden, girls often need extra reinforcement to level the playing field with their male counterparts in order to go after what they want in life. In rapidly changing times Cosmic Girls champions this dynamic new generation who want to become astronauts and beyond, by enabling them to study STEAM subjects (Science, Technology, Engineering, Arts and Mathematics) while also building key life skills that enable them to "reach for the stars" — or stand comfortably and confidently wherever on earth they are.

Therefore, our vision simply stated is:

**Vision** - *Launching Dreams into Girls and Girls into Space*



Whereby our mission is:

**Mission** – *Dream! Dare! Do! Building girls' Key Life, STEAM and Mission Skills by exposing them to astronaut training and experiences enables them to fearlessly become anything they choose - including an astronaut!*

The road to becoming an astronaut requires mastering the above-mentioned skills (including e.g. grit, confidence, courage, vision, resilience, compassion, diversity). Each is a vital component in facing and overcoming the myriad obstacles along this formidable footpath.

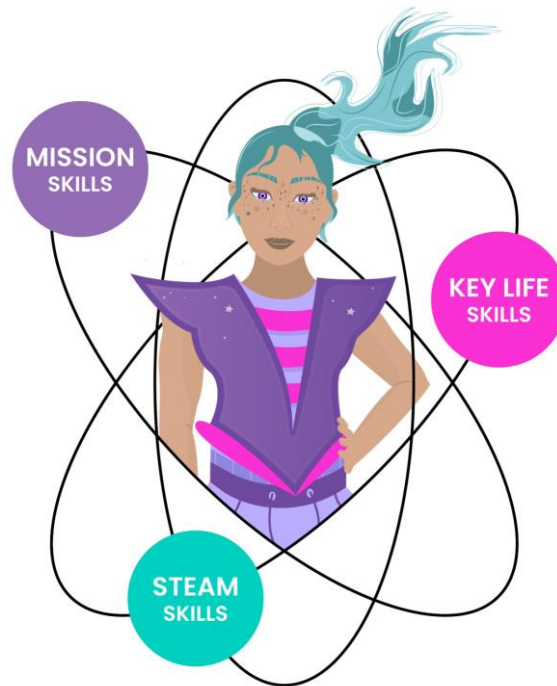


Figure 1: “Astronaut Building Solar System”

The above picture of the “Astronaut Building Solar System” demonstrates that becoming an astronaut (and many other difficult professions) is contingent upon building skills across three main “planets”: Key Life Skills, STEAM Skills, and Mission Skills. Cosmic Girls thrust is to encourage academic excellence under the tutelage of experienced female mentors in the space sector. Programs are designed to positively impact the female astronaut talent pipeline, providing confidence-building activities and experiences that equip them with the fuel to ignite their passion in pursuit of a space career.

However, our program encompasses a still vaster purpose beyond that of space-bound missions; namely, to provide girls worldwide with the ability to successfully navigate their earthbound Life Mission in whatever their chosen profession, as conscientious stewards for the most beautiful planet we know of.

## Program for the Girls

The Cosmic Girls Foundation 2023 launch will occur in tandem with the 6 Girls 6 Continents Competition in October 2023. The Competition will afford all girls the opportunity to get upskilled with our non-profit worldwide partners. The competition entrants will submit two videos and complete the online questionnaire, along with meeting the conditions for entering. Each girl will choose at least one non-profit Cosmic Girls partner program to participate in - either within their locality or worldwide (if the partner has a virtual program that accepts girls from other regions). All worldwide partner programs are free, enabling girls to learn either STEAM skills, Key Life Skills, or Space Education. Based on the judging of their videos, each girl has a chance to become the sole finalist representing her continent. The 6 continental finalists will then receive the Mission Skills training program.

*All girls entering the competition are winners!*

Even if most girls will not be selected as the continental finalist for the “Mission Skills” training program (e.g. the astronaut training and astronaut experience part of the competition), they will nevertheless receive numerous invaluable rewards and experiences to help them blossom into young technical professionals. They will also benefit from exposure to global partners (other non-profits building STEAM and leadership skills, and our corporate partners in the field of space) and media exposure surrounding the competition.

*For the 6 Finalists*

Cosmic Girls offers several “Mission Skills” training program levels to the 6 finalists, depending upon year-end financial resources acquired from various fundraising initiatives. The more funding received, the wider the spectrum of dynamic experiences on offer. Tier levels range from Tier 1 (lowest) to Tier 4 (highest). If we only raise sufficient funds for Tier 1 activities, that is the astronaut training the finalists will receive. Tier 2 includes Tier 1 training, plus a zero g training and flight. Tier 3 includes Tier 1 & 2 training, plus the centrifuge training. At Tier 4, the entire program can be executed as we ideally envisioned, thus qualifying for the full suborbital commercial astronaut training.

Age restrictions apply for Tiers 3 and 4 (i.e. the centrifuge and actual spaceflight). Competition finalists between 14-17 are eligible for the first two training tiers (mental preparedness training and the parabolic flight training), and the theoretical training for the centrifuge. However, they cannot enter the centrifuge for the actual centrifuge experience nor go to space on a suborbital flight unless they are 18 or 19 years old.

Level	Astronaut Training & Experiences based on funds collected
Tier 1	Mental preparedness astronaut training + skill building from non-profit partners
Tier 2	Same as Tier 1 + zero g training, zero g flight
Tier 3	Same as Tier 1 & Tier 2 + centrifuge training and centrifuge experience
Tier 4	Same as Tier 1, Tier 2, Tier 3 + spaceflight for Grand Prize winner and coach

Figure 2: Astronaut Training & Experiences for the 6 finalists based on funds collected



## **Strategic Plan**

The strategic plan consists of activities during various stages to support the project's execution.

### Start-up phase:

The Director will approach support from experts who offer their back-office services for free (e.g. for the Cosmic Girls logo design and website) as well as business, communications and marketing experts. Furthermore, at this key stage, strategic & corporate partners and celebrity endorsements will be secured to ensure a smooth competition launch which delivers maximum impact. Additionally at this stage, the following selections will be made: 1) the competition's global judges 2) the documentary filmmaker covering this exciting endeavor throughout its journey and 3) the corporate partners and sponsors delivering "in-kind" services (e.g. flights and hotels).

### Launching the Worldwide Competition:

The Director and some members from the Supervisory and Advisory Boards will reach out to international media channels to launch the competition to the world. Various forms of this announcement will repeat throughout the months to ensure worldwide public awareness about the Cosmic Girls competition and charity.

The Director and all of the supporters, collaborators, celebrity endorsers and partners of the network will actively be spreading the news of the launch via their various social media platforms. The Director will be the focal point for all media related questions and interviews. The documentary maker will start filming various clips around the launch of the competition.

### Active Marketing throughout the Competition

Various media will be used (e.g. print media, TV & Radio) throughout the 1-year period, to stimulate the competition fundraising. This will be repeated in various formats for several months to ensure global public awareness about the Stichting and its core purpose, and maximum fundraising efforts for the worldwide competition, and maximum reach for the girls entering.

### Assessing Post-fundraising Tier Level

Once the accountant confirms all monies derived from the fundraising, the Director will publicly announce which competition tier level was reached for the 6 finalists receiving the Mission Skills training. The training timelines and future spaceflight will also be announced on various media channels and the Cosmic Girls website.

### Judging the 6 Girls 6 Continents Competition

The Director will coordinate the judging process, specifying to the judges the selection criteria in determining best regional videos from the international contestants, and making them accessible. The judges will then have approximately 1-2 months to determine their final decision.



### Announcing the 6 Competition Finalists

The Director will announce the 6 competition finalists via local & international media channels including TV, radio, print & social media and in press interviews.

### Delivering the Girls' Space Trainings and Determining the Grand Prize Winner (if in Tier 4)

Upon designating the 6 winners, they will then be informed of their training dates and flown to the training hubs for press ops. Hereon, a documentary team will film the training, dynamic storyline surrounding the competition, and each contestant's dreams - to be sold to a large broadcaster (e.g. Netflix, Amazon Prime). Upon completion of all trainings, the Director will select the Grand Prize Winner based on set criteria and the girls' performance throughout the various trainings. The Grand Prize Winner will be announced in a press release across various international media channels.

### Release of the documentary to the public

The future broadcaster will be responsible for advertising and promoting the documentary film prior to its release, across its various media channels. In addition, cross marketing will come from the partners, corporate sponsors, Cosmic Girls, and other competition supporters.

## **Measuring our Impact**

Following the competition, we will measure the below objectives to demonstrate the program's success:

- 1) Number of worldwide Cosmic Girls competition participants with submitted videos per continent (i.e. the reach of the competition)
- 2) Determining the increased positive impact on the girls' before vs. after the competition and if they feel more equipped to pursue their astronaut ambitions as a result of taking part in Cosmic Girls
- 3) Diversity and Inclusion indicator: on a scale of 1-10 the girls will judge how included they felt in both the competition and the partner charities with whom they participate and support. The question, "I can be authentic, I matter, and I am essential to my team" will be asked with the hopes of getting at least a 7 from the respondents.
- 4) Determining if the girls' self-assessment scores on becoming more confident and capable have increased as a result of participating in the competition
- 5) Determining if the girls' self-assessment scores on likelihood of pursuing STEM subjects have increased as a result of participating in the competition
- 6) Determining if the girls' self-assessment scores on likelihood of pursuing their dream of becoming an astronaut has increased as a result of participating in the competition
- 7) Determining if the girls notice an increase in positive role models for astronauts in the competition aftermath vs. before





8) Determining if the girls feel they have increased their arsenal of key life skills (e.g. resilience, fearlessness, persistence, teamwork, compassion, grit, and confidence) as a result of participating in the competition

9) Determining if the girls believe they can become anything they set their minds to in life

These objectives will be measured before and after the competition in the form of an online questionnaire given to each participating girl.

## **Core Values**

Our hope and aim for Cosmic Girls is to not only provide incredible experiences for the girls, but also equip them with rocket steadiness and resilience to face difficult challenges they might encounter in their lives and future careers. We hope to instill them with values to live by - courage, diversity, teamwork, compassion – and that Cosmic Girls empowers them to start living our credo of “Dream! Dare! Do!”

## **Funding Goals and Use of Funds**

Fundraising for Cosmic Girls will be derived from three main sources: Corporate Strategic Partners, Corporate Sponsors and Benefactor direct donations who support the foundation's aims.

By marketing our competition worldwide through direct & indirect advertising, celebrity endorsements & corporate sponsorships, and visibility within our documentary, we hope to raise capital to support our astronaut training programs & experiences and our non-profit partners.

Our initial program period is three years. It includes the setup and incorporation of the Stichting, and running of the competition along with its accompanying documentary. Depending on funds received by the end of the sponsorship period, we will then determine which program tier/s to activate for the 6 Finalists. Regardless of whichever is our final level the program will have been a success in connecting all girls with our partner charities and giving them invaluable skills, to develop in becoming successful professionals. The majority of the funds raised will be appropriated toward covering costs associated with the “Mission Skills” training programs for the 6 Competition Finalists, and the spaceflight for the Grand Prize Winner and her coach.

The fundraising period will occur during the project's first year following launch of the worldwide competition. Post-competition and upon all fixed costs being paid, surplus funds can be spent on either funding the next year's competition round or be distributed to our non-profit partner organizations. Our Supervisory Board will be responsible for this decision.

## **Financial Responsibility**

We will publish our annual financial statement on the website. Starting in 2024, we will produce the statement for the year of 2023. We will continue this as long as the foundation exists.

