



# „We Launch It” Marketing Program

## Strategic Marketing Support Initiative for Space-Focused Innovations

Issued by: WOIMS - Space Marketing Agency

Application Window: Open until October 31, 2025, 23:59 CET

Program Start Date: November 2025

Contact Email: [launch@spacemarketingagency.com](mailto:launch@spacemarketingagency.com)

### I. PROGRAM OVERVIEW

The „We Launch It” initiative is a dedicated marketing support program designed to assist researchers, engineers, and early-stage technology developers operating within the space domain. Recognizing the importance of translating scientific and technical breakthroughs into accessible, fundable, and strategically positioned communication assets, this initiative offers structured assistance to eligible applicants whose innovations demonstrate high potential impact but limited current visibility.

Through this program, Space Marketing Agency aims to enhance the external presentation and strategic messaging of selected projects, ensuring they are appropriately represented to potential sponsors, partners, and funding agencies worldwide.

### II. OBJECTIVES

The overarching objectives of the We Launch It initiative are as follows:

- 1.To enable mission-aligned space innovation projects to clearly and effectively articulate their purpose, value proposition, and impact.
- 2.To provide end-to-end creative and technical marketing support to facilitate investor readiness and ecosystem engagement.
- 3.To strengthen the presence and perception of emerging space projects through high-quality visual, narrative, and strategic communication tools.
- 4.To foster cross-sector collaboration through structured visibility and message targeting efforts.

This initiative does not include direct funding or capital investment. It is a professional service-based collaboration.

### III. ELIGIBILITY

Eligible applicants must meet all of the following criteria:

- The project must be demonstrably relevant to the space industry, space science, exploration, satellite technology, Earth observation, or deep-tech applications with space potential.
- Applicants must be part of a research group, registered entity (startup or academic), or independent development team.
- A functional concept, validated model, or working prototype must exist.
- Applicants must demonstrate a genuine intent to develop external communications to attract support and partnerships.

### IV. SCOPE OF SUPPORT

Selected applicants will receive comprehensive strategic and creative support, including but not limited to:

- Brand narrative development and strategic positioning
- Investor-oriented pitch decks and visual communication materials
- Short explainer video or animated presentation
- Landing page or microsite (design + structure)
- Outreach messaging, value articulation, and visual storytelling
- Strategic guidance for stakeholder and sponsor communication
- Ongoing creative consultation for the agreed term



All services are delivered in collaboration with the Space Marketing Agency's internal creative and strategy teams. Applicants are expected to participate actively in the co-creation process.

## **V. APPLICATION REQUIREMENTS**

Applications must be submitted via the online portal at:

[www.spacemarketingagency.com/apply](http://www.spacemarketingagency.com/apply)

Required documents and materials:

1. Executive Summary – Project overview (max. 2 pages)
2. Team Overview – Roles, bios, and structure of team members
3. Project Visuals – Images, technical illustrations, or schematics (optional but recommended)
4. Communication Needs – Summary of current positioning challenges and goals
5. Optional – 1–2-minute video introduction or technical demo

Submissions must be complete and accurate. Incomplete applications may not be considered.

## **VI. SELECTION PROCESS**

All applications will be reviewed by a selection committee composed of marketing strategists, science communicators, and industry consultants.

Selection criteria include:

- Relevance and significance to the space domain
- Communication potential and clarity of objectives
- Innovation level and readiness for visibility
- Team commitment and responsiveness
- Alignment with program goals and agency mission

Selected applicants will be notified via email by October 31, 2025, 23:59 CET.

## **VII. COLLABORATION FRAMEWORK**

Each selected project will enter a structured 12–20 week collaboration with WOIMS Space Marketing Agency.

The scope of deliverables will be tailored to the needs of the project and agreed upon in a kickoff session.

This program does not entail ownership, IP rights transfer, or exclusivity. All created content will be co-owned by the applicant and the agency under a separate content usage agreement.

## **VIII. PROGRAM VALUES**

At Space Marketing Agency, we believe that the future of space exploration depends not only on technology — but on how clearly that technology is communicated to the world.

We don't just market your idea.

We launch your mission into orbit.

## **IX. CONTACT**

For questions or support during the application process, please contact:

[launch@spacemarketingagency.com](mailto:launch@spacemarketingagency.com)

To access the online application form, visit:

[www.spacemarketingagency.com/apply](http://www.spacemarketingagency.com/apply)