

IAF BUSINESS INNOVATION SYMPOSIUM (E6)  
 Entrepreneurship and Innovation: The Practitioners' Perspectives (1)

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A 21ST S.T.E.A.M.E.D ACADEMY BUSINESS MODEL CREATING EDUTAINMENT IN  
 EXPERIENTIAL AND SIMULATION-BASED LEARNING AND EXPONENTIAL TECHNOLOGIES  
 TO TRAIN NEXTGEN LEADERS AND ANALOG ASTRONAUTS

**Abstract**

Mars Academy USA (MAU) is a 21st Century Academy creating a new paradigm in learning using exponential technologies, simulation-based learning, and edutainment. MAU is an organization with a mission to train the Next-Gen Analog Astronauts, Visionaries, Innovators, Scientists, Explorers, and Astropreneurs. Since 2016, MAU has been developing, testing, and implementing a patent-pending com-

mercial “MOBILE. MODULAR, INTEGRATED ”turnkey” BASECAMP TRAINING SIMULATION SYSTEM TM” and curated unique “Let’s get S.T.E.A.M.E.DTM” (Science, Technologies, Engineering, Art, Maths, EXPONENTIAL TECH, Digital VRAR) workshops and programs focusing on exponential technologies, such as, VRAR, 3D Printing,robotics, drones, and AI. The organization offers unique ”space-focused edutainment” programs to academia, commercial and corporate markets including monthly ”fully-immersive” analog astronaut simulation missions in the various analog Mars or Moon environments, for example, Mojave Desert, Ubehebe Crater in Death Valley, Vasquez Rocks in the Californian desert. The 3-day ”MarsFest” events are open to commercial and general public at several of the company’s Cross Campus locations in USA. The mission of the organization is to educate, empower, entertain, engage, and expand an international, global “voice” in support of human space explorations, technological innovations to enable future settlement on off-world planets, such as, Mars and Moon, with a direct focus in spin-off “benefits” for improving life on Earth.