

IAF SPACE EDUCATION AND OUTREACH SYMPOSIUM (E1)  
Hands-on Space Education and Outreach (8)

Author: Ms. Emmy Helen Jewell  
Mars Academy USA, United States, emmyhelen5969@gmail.com

Ms. Susan Ip-Jewell  
United States, marsacademyusa@gmail.com

AN ENTREPRENEURIAL VISION: CURATING FULLY-IMMERSIVE EXPERIENTIAL  
SIMULATION TRAININGS, VIRTUAL ASTRONAUTICS WORKSHOPS AND IN-PERSON MISSIONS  
”LETS GET S.T.E.A.M.E.D” VIRTUAL ASTRONAUTICS WORKSHOPS AND SIMULATION EVAS  
USING EXPONENTIAL T

**Abstract**

This is a presentation and proof of concept in a viable commercial business model for supporting the ”Entrepreneurial Vision with a Massive Transformative Purpose”. As a case study, we will showcase and demonstrate MMAARS (Mars-Moon Astronautics Academy and Research Sciences) Analog Astronauts VIRTUAL and In-Person Analog Astronaut Training Programs and present the challenges of organization’s entrepreneurial journey and, including the difficulties during COVID pandemic, since the founders’ inception of the vision and mission to create fully-immersive experiential simulation-based edutainment with unique curated ”Lets get S.T.E.A.M.E.D” workshops and SimEVAs using exponential technologies. The mission is to offer a new paradigm in learning by developing edutainment, experiential Simulation-Based Learning interactivities to prepare NextGen leaders, educators, analog astronauts, imaginers, citizen scientists for 21st Century. The storytelling narrative will be presented using various multi-media platforms, such as, videos, visual and virtual immersions in VRAR technologies, music and interactive art and traditional film and powerpoint format.