



"The time has come for the Israeli flag to fly on the moon"

President Shimon Peres | December 8, 2011



Spacell's mission is to land the first Israeli spacecraft on the moon, making Israel the third country in the world, following the United States and Russia, to achieve this historic milestone.

Answering the call of the Google Lunar X Prize challenge – an international contest with a prize of \$20 million for the group that successfully reaches the moon first – a team of outstanding young Israeli engineers and space experts have come together to leverage Israel's expertise in the field of miniaturized satellites to develop the first ever micro-spacecraft that will make a soft-landing and transmit images back to earth. The target date is in 2015.

Throughout this endeavor, Spacell, a registered not-for-profit organization, in partnership with the Ramon Foundation, will inspire a whole new generation of scientists, technologists, engineers and mathematicians – the building blocks of the

Israeli "Start-Up Nation". The two organizations will undertake an ongoing program of education and public outreach with various partners including the Weizmann Institute's Davidson Institute of Science Education. Spacell is committed to donating all of the proceeds from the contest to support programs in STEM education to ensure that in the future Israel will continue to live up to its reputation for excellence in these fields.

Of equal importance, the success of Spacell will be a source of national pride that will transcend borders, placing Israel on the world stage with a positive and inspiring message of hope and achievement, while simultaneously giving expression to Israel's qualitative technological advantage in the region.



The Spacell team is supported in its daily management, as well as on the technological side, by Mr. Arie Halsband, the former Director of the Space Division at IAI and the entire upper echelon of the aerospace and aircraft industry in Israel. Spacell's Executive Committee includes leading Israeli business, academic, and aerospace figures, headed by Chairman Yanki Margalit (Founder and former CEO of Aladdin Knowledge Systems), as well as the Presidents of the Weizmann Institute and Tel Aviv University, and Ronna Ramon who has decided to make Spacell the Ramon Foundation's flagship project over the next three years.

Since announcing its entry into the competition, Spacell has received the enthusiastic support of the Israel Space Agency, headed by Prof. Isaac Ben-Israel, who has committed \$1.5 million of ISA's newly allocated budget (this represents the maximum level of funding allowed from government entities according to the Google Lunar X Prize competition rules).

The overall budget for the project is \$30 million. \$19,5 million has already been raised and pledged, including a \$2.5 million pledge towards the launch. An additional \$10.5 million needs to be raised in kind and in-kind donations.

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We are hoping to find additional serious and committed partners who are willing to support this effort at significant levels in order to reach our goals.

If you are interested in joining us and becoming part of the Spacell team, we would be happy to discuss the various avenues for support. We wish to thank you in advance for becoming an invaluable part of the success of our mission.

In partnership with:



For more information please contact Ronna Rubinstein, ronna@spaceil.com or visit us at www.spaceil.com