

**National Aeronautics and Space Administration (NASA)
Space Technology Mission Directorate (STMD)
Small Business Innovation Research (SBIR)**

Sustainable Business Model Challenge
Challenge Rules & Requirements
Revised: 1/14/2025

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1. Challenge Background

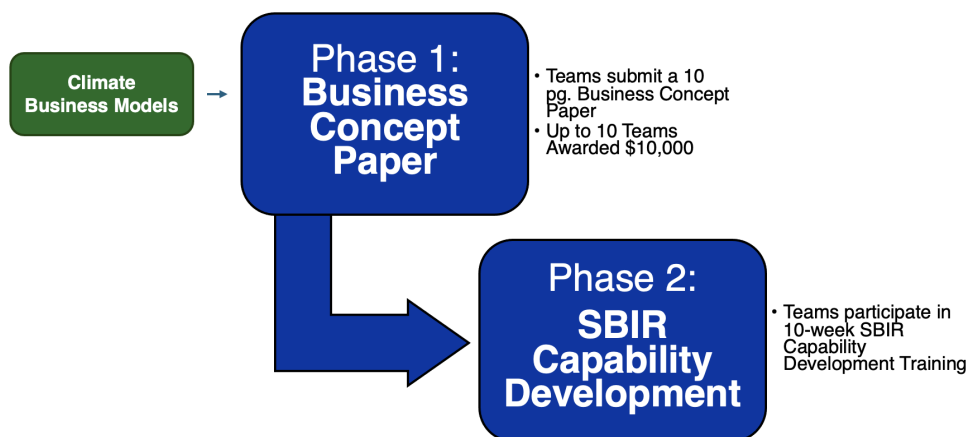
Climate change presents one of the most urgent crises of our time, with increasing threats to life, infrastructure, economies, and ecosystems worldwide. Climate change is no longer a distant concern; its effects are being felt now and are projected to intensify if emissions continue unabated. The consequences are severe and irreversible for people today, with rapidly shrinking glaciers and ice sheets, rising sea levels, and more intense heat waves already occurring. Scientists predict even more profound impacts, such as an increase in the frequency and intensity of wildfires, extended drought periods, and stronger tropical cyclones. By 2100, sea levels could rise by up to 6.5 feet¹, displacing coastal communities and disrupting ecosystems. In the U.S., the effects vary by region—wildfires in the West have doubled in area burned, and rising sea levels threaten infrastructure in the Southeast.

Innovative, data-driven solutions are essential to mitigate these growing risks. From the unique vantage point in space, NASA collects critical long-term observations of our changing planet. NASA produces vast amounts of Earth system science data from satellites, radars, and ships, as well as model outputs, offering a wealth of opportunities for innovative thinkers to leverage these sources. The Sustainable Business Model Challenge is designed to identify and foster sustainable business models built around NASA's Earth system science data.

This challenge invites entrepreneurs, researchers, startups, and innovators to use NASA's publicly available climate and Earth system data sources to create sustainable business models to address climate challenges.

NASA is committed to broadening participation in its solicitations and fostering technology advancements, particularly in applications related to climate change. The Sustainable Business Model Challenge seeks to engage a diverse pool of innovators capable of building sustainable businesses that make use of NASA's Earth system science data or models. The primary goal is to catalyze the creation of business models that address pressing climate challenges and foster long-term, scalable solutions.

By engaging new entrepreneurs and fostering innovation, the challenge also serves as a pathway to NASA's SBIR (Small Business Innovation Research) program, helping to scale solutions that can make a real difference in the global response to climate change.



¹ <https://sealevel.nasa.gov/faq/17/which-areas-of-the-world-will-be-most-affected-by-sea-level-rise-over-the-next-century-and-after-that/>

2. Challenge Overview and Goals

This Challenge calls for the submission of innovative business concepts, supported by robust business models, leveraging NASA's Earth system science resources to enable climate applications with paying customers that can sustain the business. The challenge seeks to move beyond simply building data-driven tools, focusing instead on the sustainability and viability of the associated business model.

The Challenge has four primary goals:

1. **Foster Sustainable Businesses:** Develop business models that not only offer technical solutions to climate issues but also ensure long-term viability, scalability, and market relevance.
2. **Aligning NASA Data with Market Needs:** This challenge calls on participants to align NASA's data with specific market or customer needs, developing tailored data solutions that address unique, well-defined market opportunities. Participants will utilize NASA Earth system science data or related data sources to address real-world climate challenges, from disaster mitigation to ecosystem protection and beyond.
3. **Create SBIR Pathways:** Identify solutions with potential for commercialization and relevance to NASA's SBIR (Small Business Innovation Research) program addressing sub-topics such as: Data Informatics & Green House Gas Monitoring, Decision Support Tools Leveraging NASA Earth Science Data, and Nontraditional Aviation Operations for Wildfire Response.
4. **Engage New Entrepreneurial Talent:** Spark innovation by encouraging participation from new entrepreneurs and diverse talent pools, fostering fresh perspectives to address Climate challenges.

Participants are required to develop a Challenge Submission that includes the following key elements:

1. A well-defined business model and value proposition statement that incorporates NASA climate or Earth system data sources to deliver a service or product
2. System architecture and/or data flow diagram depicting the NASA data source your business will use and how the data will be extracted, processed, and stored to support the product or service
3. Assessment of market fit and customer base potential including preferred data delivery formats for customers
4. Description of the business's unit economics
5. Commercialization plan that can be used in a SBIR Phase I application and addresses the business' sustainability plan

Submissions will be evaluated by a panel of global climate innovation experts. Up to 10 winners will be awarded cash prizes of \$10,000 each and receive the following additional benefits:

- A tailored assessment of their readiness to submit a NASA SBIR proposal
- Admission to a 10-week capability development training designed to strengthen their NASA SBIR Phase I proposal submissions

Table 1. Prize Award Table

# of Awardees	Awardee Prize	Total Cash Prizes	Non-Monetary Prize
Up to 10	\$10,000	\$100,000	A 10-week SBIR capability development training

3. NASA’s Climate Data Sources, Considerations, and Use Cases

As a core requirement of this Challenge, participants must incorporate at least one NASA climate-related resource, e.g., climate data, projections, or models, into their business model. This dataset should play a critical role in the development of the proposed solution, demonstrating how NASA’s Earth science data can be applied to address specific climate challenges. Participants are encouraged to explore and leverage relevant datasets from NASA’s Earth Observing System Data and Information System (EOSDIS), Global Climate Change Data Portal, Ocean Biology DAAC, or other related sources listed below.

Successful submissions will illustrate how the selected data source adds value to the business model, meets a customer need, supports decision-making, or drives the scalability and sustainability of the proposed business.

Table 1. NASA’s Climate and Earth System Data Sources and Resources

Resource	Description	Source
NASA Worldview, EOSDIS	Provides access to NASA’s Earth science data from satellite, aircraft, and field missions.	NASA EOSDIS
NASA Earth eXchange (NEX)	Generates global downscaled climate projections (NEX-GDDP-CMIP6) and CONUS projections (NEX-DCP30-CMIP6), available from NASA and AWS. Produces ecosystem and carbon monitoring data from global geostationary satellites.	Climate & Natural Resource Assessment - NASA

<p>NASA Global Climate Change (Vital Signs of the Planet)</p>	<p>Provides data on global temperature, carbon dioxide levels, Arctic sea ice, sea level, and other critical climate indicators.</p>	<p>NASA Global Climate Change</p>
<p>NASA Goddard Institute for Space Studies (GISS)</p>	<p>Offers climate model data, including surface temperature, ocean heat content, and precipitation.</p>	<p>NASA GISS</p>
<p>NASA SERVIR / ClimateSERV</p>	<p>ClimateSERV enables users to easily visualize and download 180-day rainfall and temperature forecasts, as well as historic rainfall and vegetation conditions. The platform has an API, it can be accessed by going to the “help center” on the top right of the landing page, and then navigating to “developers API”.</p> <p>SERVIR works with regional organizations globally to help countries use satellite and geospatial technology. Manages challenges of food security, water resources, land use, and disasters in various regions.</p>	<p>ClimateSERV</p>
<p>NASA Socioeconomic Data and Applications Center (SEDAC)</p>	<p>Provides climate data related to population, land use, agriculture, and more. Integrates socioeconomic and Earth science data.</p>	<p>NASA SEDAC</p>
<p>NASA Ocean Biology DAAC (OB.DAAC)</p>	<p>Archives and distributes oceanographic data related to biological, chemical, and physical ocean properties.</p>	<p>NASA OB.DAAC</p>
<p>NASA Physical Oceanography DAAC (PO.DAAC)</p>	<p>Specializes in satellite data on the ocean's physical state, including sea surface temperature, salinity, and currents.</p>	<p>NASA PO.DAAC</p>
<p>NASA Atmospheric Science Data Center (ASDC)</p>	<p>Provides data on atmospheric composition, radiation, clouds, and related climate variables.</p>	<p>NASA ASDC</p>

<p>NASA Global Modeling and Assimilation Office (GMAO)</p>	<p>Provides climate modeling data for climate system analysis and prediction.</p>	<p>NASA GMAO</p>
<p>NASA Carbon Monitoring System (CMS)</p>	<p>Offers data products and models related to the global carbon cycle and carbon dioxide emissions.</p>	<p>NASA CMS</p>

Important Solution Consideration:

Data Infrastructure and Delivery: To address the common pitfalls companies face with data infrastructure and delivery, it's essential to prioritize the development of a robust data engineering strategy. Many companies have struggled to efficiently manage the size and computational demands of commonly used geospatial data (e.g. raster and vector data), leading to challenges in product delivery. Optimal solutions should involve pulling data from NASA on-demand, rather than hosting large datasets internally, to minimize storage and compute costs. Additionally, enhancing API capabilities to effectively deliver tailored data products is crucial, as previous attempts have often fallen short. This approach will ensure that the data is not only scientifically accurate but also practically usable and scalable in real-world applications.

Caution with AI/ML Proposals: Given the complexities associated with AI/ML solutions, it is crucial to thoroughly evaluate how these technologies are implemented within the proposed solutions. Simply saying the solution is AI-enabled or using the latest buzz words will not be an effective approach to winning a prize award. Proposals should clearly describe how they will operationalize and scale AI/ML-generated data while maintaining reliability. It is essential for participants to demonstrate their ability to handle uncertainties and quantify the potential impact of errors, such as false positives and false negatives. This ensures that the solution can transition from a theoretical or research phase to a practical, deployable product that delivers real-world value and meets the customer requirements.

Potential use cases and business applications to consider exploring include:

- **Logistics:** Optimizing delivery routes and schedules based on real-time and predictive weather data to avoid disruptions.
- **Agriculture:** Helping farmers plan crop planting, irrigation, and harvests with precise weather forecasts to mitigate risks from extreme weather events.
- **Local Government:** Assisting cities and municipalities in climate resilience planning and emergency response for natural disasters like floods or heat waves.
- **Sustainability:** Supporting carbon monitoring efforts by providing data to help track carbon emissions and deforestation rates.
- **Energy:** Analyzing energy infrastructure and weather impacts on renewable energy production, particularly for solar and wind farms.
- **Insurance:** Assessing risks and pricing policies for properties vulnerable to climate change.
- **Real Estate:** Helping real estate developers and investors assess the long-term climate risks to their assets and making data-driven decisions about property development.

- **Food Supply Chains:** Helping companies in the food supply chain predict risks and shortages due to climate volatility, improving planning and logistics.
- **Corporate Sustainability:** Enabling companies to track carbon emissions from their supply chains, identify areas for improvement, and reduce their overall carbon footprint.
- **Resilience Planning:** Modeling the impact of climate change and natural disasters like floods and earthquakes on cities and infrastructure.
- **Disaster Response:** Providing data-driven insights for emergency response teams to prioritize rescue and recovery efforts during natural disasters.
- **Biodiversity and natural resource management:** providing insight and opportunities for improved planning and observations that support large-scale conservation and natural resource management decisions.

4. Challenge Timeline

The following is an overview of the expected timeline for the Challenge.

Table 2. Challenge Timeline & Key Milestones

Phase	Expected Date	Description
Challenge Launch	January 16th, 2025	<ul style="list-style-type: none"> ● Website launch & promotional outreach begins
Open Submission Period	January 16th - June 13th 2025	<ul style="list-style-type: none"> ● Open submission period for the competition
Challenge Close	June 13th at 5:00 EST	<ul style="list-style-type: none"> ● Challenge submission portal closes
Winners Announced	August 29th, 2025	<ul style="list-style-type: none"> ● Public winners announcement
SBIR Capability Development Training	Likely in September 2025	<ul style="list-style-type: none"> ● Virtual capacity development training to run for 10 weeks
In-person Prize Event	TBD	<ul style="list-style-type: none"> ● In-person event for winners and stakeholders

5. Registration & Submission

To participate in the Challenge, complete these three steps:

1. **Register for the Challenge by June 13th at 5:00 EST on the Freelancer Platform.**

Register for the Challenge in two easy steps.

- a. **Register on Freelancer.com:** Before submitting your concept paper, Participants must sign up for the Freelancer.com platform. You will need an account to submit your solution on the challenge website.

- b. **Register for the Challenge via the Registration Form:** Freelancer Users will then need to register for the challenge by filling out the [Challenge Registration Form](#).

All teams must submit a [Registration Form](#). This form can be completed anytime after the Challenge is open and before the submission deadline. It contains contact information for the Team Lead (such as full name, phone number, address, country of residence and citizenship), team members names and nationalities, and the problem area you select for the Challenge. This information will be used to determine if the team is eligible to compete in the Challenge (see Eligibility Requirements).

- 2. **Attend an Informational Webinar** (optional but suggested):
 - a. We highly recommend attending an informational webinar to learn more about the Challenge.
 - b. The webinar will provide valuable insights and guidance on how to proceed.
 - c. More details on webinars will be posted to the Challenge website.
- 3. **Submit a Challenge Submission by June 13, 2025 at 5 PM EST**
 - a. Once registered, it's time to develop and submit your Challenge Submission.
 - b. Prepare your Challenge Submission according to the guidelines and requirements outlined on the Challenge website.
 - c. Visit the submission page on the official Challenge website.
 - d. Fill out the submission form with the necessary details, upload the Business Concept paper and click 'Submit'.
 - e. Submit your Submission before the submission deadline

5.1. Registration

All interested Teams / Individuals must register for the Challenge by the registration deadline (June 13, 2025, at 5 PM EST) and meet the eligibility requirements in order to participate in the Competition. By registering, participants will create a user account on the Challenge website. For this Competition, the registration process will be administered by the Challenge contractor, Ensemble Government Services, LLC.

Registration will take place through the official Challenge registration form: <https://app.smartsheet.com/b/form/e97c411b28254c56a16cd0847bf7361b>

Table 3. Registration Form Components (All fields are mandatory)

Component	Guidance
First Name	<ul style="list-style-type: none"> ● Enter your first name
Last Name	<ul style="list-style-type: none"> ● Enter your last name
Freelancer Username	<ul style="list-style-type: none"> ● Enter your Freelancer.com user name

<p>Affiliation</p>	<ul style="list-style-type: none"> ● Enter your affiliation. <ul style="list-style-type: none"> ○ 1. Individual 2. Academia 3. Non-Profit 4. Commercial company and if 2,3,or 4 then enter the name and address of your organization
<p>Email</p>	<ul style="list-style-type: none"> ● Enter your email.
<p>Phone Number</p>	<ul style="list-style-type: none"> ● Enter your phone number.
<p>Team leader location</p>	<ul style="list-style-type: none"> ● Select from a down menu of 50 States and other US territories
<p>Team member(s) information</p>	<ul style="list-style-type: none"> ● Enter your team member(s) name(s) ● Enter your team member(s) email(s)
<p>Proof of Citizenship, Permanent Residency, or Primary Place of Business.</p> <p>In order to be eligible for an award, individuals must be U.S. citizens or permanent residents of the United States and be 18 years of age or older, and organizations must be an entity incorporated in and maintaining a primary place of business in the United States.</p> <p>If you are selected as a potential Winner and you are an individual, you will be asked to provide proof of citizenship or permanent residency. If you are selected as a potential Winner and you</p>	<ul style="list-style-type: none"> ● Yes, I can provide proof of citizenship or permanent residency. ● Yes, my organization can provide proof that the location of our primary place of business is in the United States. ● No, I cannot provide proof of citizenship or proof my primary business is located in the United States

are an organization, you will be asked to provide proof of the location of your primary place of business. Please confirm that you will be able to provide one of the options below:	
<p>Confirm that you have read and acknowledge the Challenge Rules & Requirements</p> <p>Read the rules here.</p> <p>[Link to Downloadable Rules document]</p>	<ul style="list-style-type: none"> • Yes, I have read and acknowledge the Challenge Rules • No, I have not read the Challenge Rules

5.2. Submission

All registered individuals and teams must submit their submission form by June 13th, 2025 at 5 PM EST via the Challenge website submission form. The submission elements required to enter the Challenge include:

Table 4. Submission Form Components

Component	Guidance
Title of Submission	<ul style="list-style-type: none"> • Enter the title of your Submission.
Abstract of Submission	<ul style="list-style-type: none"> • Enter an abstract of your Business Concept Paper that is no more than 250 words.
Upload Business Concept Paper.	<ul style="list-style-type: none"> • {Upload Business Concept Paper file} • Must be 10 pages or less excluding title page and table of contents page. • See guidance for the Business Concept Paper in Table 5 below.
Licensed Content	<p>Dropdown selection:</p> <ul style="list-style-type: none"> • This entry is entirely my own. • This entry contains elements I did not create. <p>and Free form Text to add the Stock name and Stock link</p>

Entry sell price	Free form Text (note: Must put \$10,000 in the field which is the prize award amount for the Challenge)
	[Submit Button]

Table 5. Business Concept Paper Component Guidance

Submission Component	Details/Guidelines	Recommended Page Count
Title page	<p>Provide:</p> <ul style="list-style-type: none"> ● Title of Application ● Team/Entity name (if applicable) ● Team leader name ● Team members' names (if applicable) ● Team Lead's Freelancer account username 	1 page
Business Model Description using NASA data source(s)	<p>Provide a detailed explanation of the business model and how NASA climate data or Earth system science data is integrated into the business model.</p> <p>Discuss the value proposition and product offering.</p> <p>Ensure the relevance and practical use of the data in addressing climate challenges.</p>	1 page

<p>System architecture/data flow diagram</p>	<p>System architecture and/or data flow diagram depicting the NASA data source your business will use and how the data will be extracted, processed, and stored to support the product or service.</p>	<p>1 page</p>
<p>Assessment of market fit, preferred data delivery format, and customer base potential</p>	<p>Assess the potential market for the product or service.</p> <p>Define the target customer base, demonstrate demand via qualitative or quantitative data, and outline the potential for market entry.</p> <p>It is crucial to include evidence on the preferred data delivery types and formats that meet the needs of the end-customer or user.</p> <p>Consider providing data from customer interviews, industry analysis, or other verifiable traction metrics.</p>	<p>3 pages</p>
<p>Description of the business's unit economics</p>	<p>Present an overview of the business' financial model, including cost structure, revenue streams, and unit economics that demonstrate profitability potential.</p>	<p>2 pages</p>
<p>Commercialization Plan that can be used in a SBIR Phase 1 application</p>	<p>Outline a clear plan for commercialization and financial sustainability, including steps for scaling the business.</p> <p>Highlight how this plan can transition into a NASA SBIR Phase 1 application.</p>	<p>2 pages</p>

Submission Guidance

- **Engage in Customer Discovery:** Conduct interviews and surveys with potential customers or stakeholders to deeply understand their pain points, needs, and potential use cases for your business solution. Ensure these insights are reflected in your proposal to demonstrate market relevance.
- **Leverage NASA Climate Data for Prototyping:** Use NASA’s Earth system science data to create prototypes or proof-of-concept models. Showcase how this data is integral to your business model, ensuring that it provides a unique and innovative solution to a specific climate-related challenge.
- **Market Analysis and Validation:** Perform a thorough market analysis to identify your target audience and the competitive landscape. Validate your assumptions on market fit by mapping customer needs to your proposed solutions and showing how your model addresses gaps in the current market.
- **Define Preferred Data Types and Format:** Specify the ideal format and delivery method for the data your solution utilizes, such as API access that supports real-time data fetching or batch downloads in user-friendly formats like CSV or GeoJSON. This should align with the needs of your identified user base, ensuring that the data is both accessible and practical for real-world applications. Emphasize the importance of delivering data in formats that can be easily integrated into customer workflows, enhancing the usability and adoption of your solution.
- **Business Model Prototyping and Testing:** Develop and test key elements of your business model through initial prototypes. Provide feedback from testing stages and use iterative development to improve the feasibility and alignment of the business with customer needs.
- **Sustainability and Scalability:** Outline how your business model will not only achieve financial sustainability but also create long-term environmental impact. Include a plan for scaling up the business model, aligning it with future SBIR opportunities, and expanding the use of NASA data.

6. Judging

Submissions will be evaluated by a Judging Panel of climate data experts from NASA and relevant private sector industries. This panel represents a diverse range of expertise, ensuring comprehensive assessments of each submission. Following the submission deadline, the Judging Panel will review the submissions and discuss, evaluate, and rank the submissions. Judges will assess submissions on the criteria described below and score submissions on a 100 point scale using a Likert-scale scoring model. Each Likert-scale question item is on a five point scale with a highest possible score of 5 and lowest possible score of 1 for each question. Scoring will then be adjusted based on the criteria weights.

Table 3. Judging Criteria Table

Judging Criteria	Weight (%)	Evaluation Focus
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Use and Integration of NASA Climate Data	15%	How effectively does the business model leverage NASA's climate and/or Earth system science data?
Market Fit and Customer Base Potential	30%	Does the submission demonstrate a clear understanding of the target market and customer needs including an understanding of the preferred data delivery formats?
Business Viability and Unit Economics	30%	Are the unit economics (cost structure and revenue potential) clearly defined and feasible?
Financial Sustainability	10%	Does the submission demonstrate a clear strategy for financial sustainability?
Scalability and Data Infrastructure	15%	Does the solution propose cost-effective measures for data storage and computation, such as on-demand data pulling from NASA?

7. Legal Requirements

7.1. In General

Thank you for your interest in the NASA Sustainable Business Model Challenge (the "Challenge"). The Challenge is sponsored by NASA with platform support provided by Ensemble Government Services, LLC and Freelancer.com. Please review the rules and eligibility to ensure that you meet all the necessary guidelines before submitting your Submission. Please read the rules and the terms carefully, as they describe the conditions under which you are eligible to participate.

Please know that by participating in this Challenge and in accordance with these Rules, you are eligible to receive various forms of recognition and a possible award from NASA of up to \$10,000 as a Winner.

Individuals and teams are responsible for understanding and complying with all Challenge rules and requirements as stated below and detailed in the Eligibility Requirements Document. The following sections below summarize key elements of the Eligibility Requirements Document.

7.2 Eligibility Requirements:

NASA welcomes applications from individuals, teams, and organizations or entities that have a recognized legal existence and structure under applicable U.S. law and that are in good standing in the jurisdiction under which they are organized with the following restrictions:

1. Individuals must be U.S. citizens or permanent residents of the United States and be 18 years of age or older.
2. Organizations must be an entity incorporated in and maintaining a primary place of business in the United States.
3. Teams must be comprised of otherwise eligible individuals or organizations and led by a U.S. Citizen or permanent resident of the United States who is 18 years of age or older.

U.S. government employees may participate so long as they are not acting within the scope of their position, rely on no facilities, access, personnel, knowledge, or other resources that are available to them as a result of their employment except for those resources made available to all other participants on an equal basis.

U.S. government employees participating as individuals, or who submit applications on behalf of an otherwise eligible organization, will be responsible for ensuring that their participation in the Challenge is permitted by the rules and regulations relevant to their position and that they have obtained any authorization that may be required by virtue of their government position. Failure to do so may result in the disqualification of them individually or of the entity which they represent or in which they are involved.

Foreign citizens may only participate as (i) employees of an otherwise eligible U.S. entity who reside in the U.S., (ii) full-time students at an otherwise eligible U.S. university or college who reside in the U.S., or (iii) owners of less than 50% of the interests in an otherwise eligible U.S. entity who reside in the U.S.

Registered competitors shall be responsible for the actions of and compliance with the rules by their employees, subcontractors, officers, owners, and other affiliated persons.

Special Eligibility Requirements for Freelancer Challenges:

- By participating in a Freelancer.com contest, each Competitor must agree to and abide by the following: Freelancer Eligibility Policies, [Freelancer User Agreement](#), and the [Freelancer Copyright Infringement Policy](#).
- Each Competitor must complete and comply with the Freelancer ["Know Your Customer" \(KYC\) process](#).
- Prior to receiving awards, Competitors must complete the [Freelancer.com handover process](#).

Ineligible persons or entities:

Federal entities or Federal employees acting within the scope of their employment.

Employees of NASA, Ensemble Government Services LLC, Freelancer.com, and any of their subsidiaries and affiliates, as well as immediate family members or persons living in the same households of such employees.

No use of government funds:

If you or your employer is receiving Government funding for similar projects you or your employer are not eligible for an award under this Competition.

Distribution of an Award to a Team:

If a team of individuals and/or entities is selected as a Winner, any Award will be made to the person who registered the team and submitted the application. That person is responsible for ensuring the award funds are appropriately distributed to each member of the team.

Distribution of an Award to an Organization:

If an organization is selected as a Winner, any Award will be made to the organization who registered and submitted the application via the Freelancer platform. The authorized representative of the organization must provide the appropriate information for payment of the award via the Freelancer platform.

Treatment and Use of Intellectual Property:

Each application should reflect the anticipated ownership, use, and licensing of any intellectual property. You represent and warrant that your Submission is an original work created solely by You, that You own all Intellectual Property in and to the Submission, and that no other party has any right, title, claim or interest in the Submission, except as expressly identified by You to us in writing in Your application. You retain all rights, title and interest in any inventions, software or work of authorship You invent or create. The ownership and use of intellectual property arising from this Challenge remains with You.

Indemnification

Each applicant agrees to assume any and all risks and waives claims against Ensemble Government Services LLC, Freelancer.com, and the U.S. Government and its related entities, except in the case of willful misconduct, for any injury, death, damage, or loss of property, revenue, or profits, whether direct, indirect, or consequential, arising from each team member's participation in the competition, whether such injury, death, damage, or loss arises through negligence or otherwise. For the purposes of this Indemnification paragraph, the term "related entity" means a contractor or subcontractor at any tier, and a supplier, user, customer, cooperating party, grantee, investigator, or detailee.

Rights:

Use of Names, Trademarks and Insignias

Participants may not use the name, trademark or insignia of Ensemble Government Services, LLC, its contractors, collaborators, or FUNDER on its hardware and printed materials related to the participation of Participant in the CHALLENGE without prior written consent from NASA, its contractors, collaborators, or NASA, whichever Party is applicable. Participant agrees that unauthorized use of such names, trademarks and insignias shall result in elimination from participation in the CHALLENGE if Participant continues unauthorized use after being notified to cease and desist by Ensemble Government Services, LLC or NASA as applicable.

Media Rights

Participant retains all media rights related to the story of its participation in the CHALLENGE.

Participant agrees that Ensemble Government Services LLC, and NASA will retain all Media Rights related to the story of the CHALLENGE.

Each Participant agrees to let Ensemble Government Services LLC, Freelancer.com, and NASA use the name of the Participant and the name and likeness of such Participant (without charge) in connection with the media material prepared and distributed by Ensemble Government Services, LLC, Freelancer.com and NASA relating in any way to the CHALLENGE.

Participant agrees to provide Ensemble Government Services LLC, Freelancer.com, and NASA reasonable amounts of video footage or access for recording activities related to participation of Participant in the CHALLENGE and the right to use said footage for public affairs and/or educational purposes.

Participant agrees that its failure to furnish video footage or access for recording purposes based on Ensemble Government Services LLC or Freelancer.com's reasonable requests may result in Participant's removal from participation in the CHALLENGE.

Disclaimer of Endorsement

NASA does not endorse or sponsor any commercial product, service, or activity. NASA's participation in this AGREEMENT or provision of goods, services, facilities or equipment under this AGREEMENT does not constitute endorsement by NASA. Participants agree that nothing in this AGREEMENT will be construed to imply that NASA authorizes, supports, endorses, or sponsors any product or service of Participants resulting from activities conducted under this AGREEMENT, regardless of the fact that such product or service may employ NASA-developed technology.