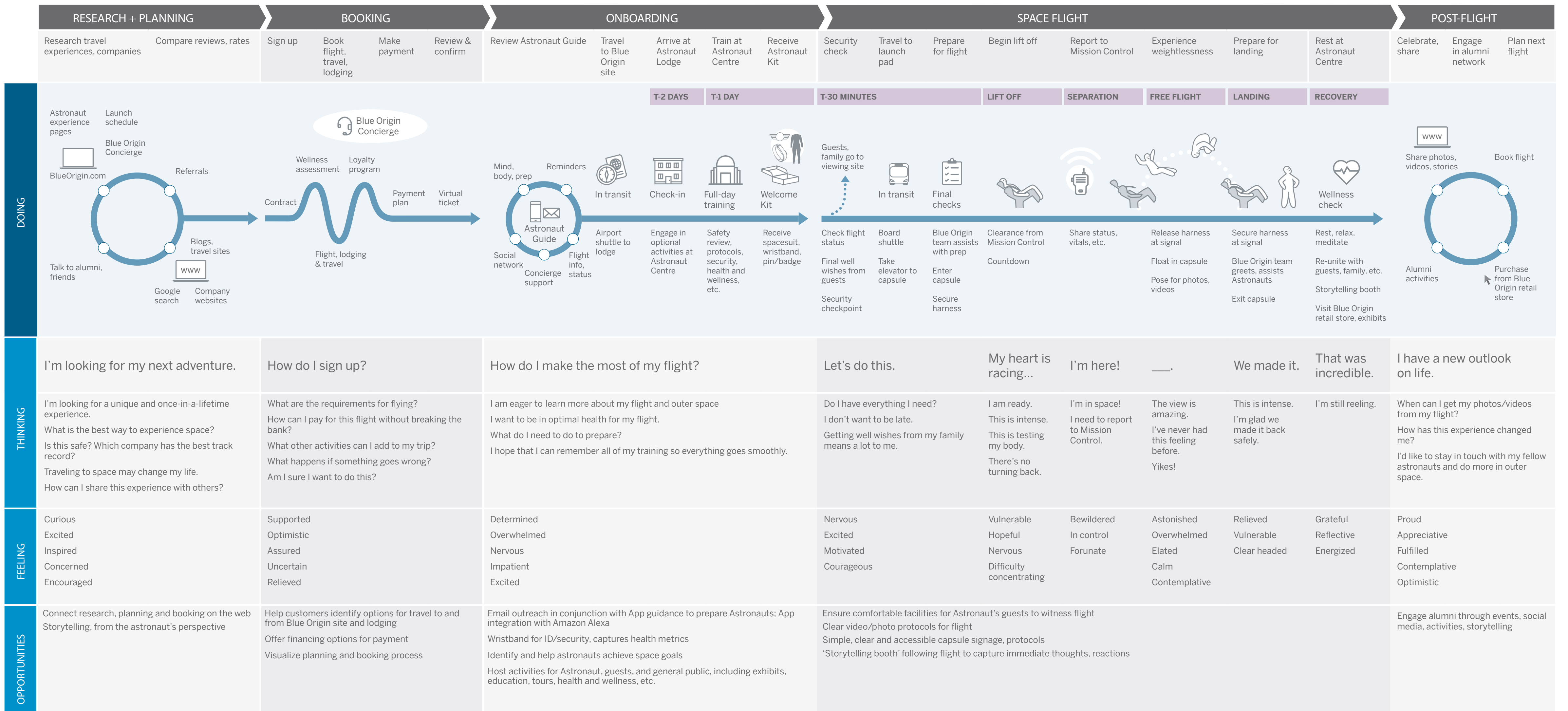


BLUE ORIGIN: ASTRONAUT EXPERIENCE

This hypothetical journey describes an ideal service experience for commercial astronauts flying aboard Blue Origin's New Shepard vehicle.

DRAFT 1.1



- Service offerings:**
- **Blue Origin Concierge** provides 24/7 customer support and guidance
 - **Astronaut Centre** offers space programming for the general public and exclusive services for Blue Origin Astronauts including training and wellness facilities
 - **Astronaut Guide** offers flight info, status updates, recommendations, reminders, news, link to Concierge, etc. via app, web
 - **Astronaut Lodge** is exclusive accommodation for Astronauts and their guests
 - **Multimedia services** to capture flight memories (video, photos, stories, etc.) for astronauts so they can focus on the flight experience

