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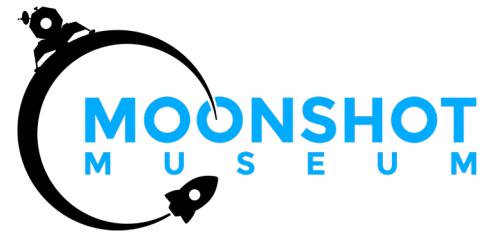


Sam Moore
Moonshot Museum

Sam Moore is the founding Executive Director of Moonshot Museum, a new museum with the mission of inspiring young people to find their place in the future of space exploration. The museum is a “living lab” focused on space career readiness, built on a unique foundation of partnership with Astrobotic – a local space robotics company – that allows visitors access to real spacecraft and space industry professionals. Moore has held leadership roles in respected museums and cultural nonprofits, including the Senator John Heinz History Center, the National Aviary, and the Missouri Historical Society.

Take Your Moonshot

A spark has one of two fates: it can sizzle and sputter out or it can be kindled into a fire that grows. The mission of Moonshot Museum is to create that spark and cultivate it into a fire that fuels passion – and a real career – in the space industry.



The Moonshot Museum is Pennsylvania’s first space museum. Yes, the first! As far as we know, it is also the only museum in the world to focus exclusively on career and community readiness for the 21st century space industry. We consider our museum a “living lab,” where a combination of exhibits, educational workshops, and experiential programs will plunge visitors into an experience rather than a singular exhibit.

Visitors can expect a unique experience each time they visit. Perhaps they will be called to

with people in the space industry was once a ticketed, planned opportunity. Now, Southwest Pennsylvania and all who visit have the chance to run into an actual rocket scientist.

Operated by the Astrobotic Foundation, a 501(c)(3) nonprofit organization, Moonshot Museum is co-located at the headquarters of space robotics company Astrobotic, offering an unparalleled real-time window into the construction of lunar spacecraft. The Museum is located in a majority-minority

“At the core of our mission is the belief that space should be accessible to and experienced by all, regardless of age, background, or financial means.”

form their own Space Council and be tasked with solving current real-life challenges like “who owns the Moon?” and “whose law applies on the lunar surface?” They can be tasked to solve pressing mechanical malfunctions or build their own rover. As visitors learn about the modern \$450 billion+ space industry, they can also see, and sometimes interact with, staff members who engineer spacecraft, write proposals for space solutions, design mission patches, study space law, and more. Experiencing life

neighborhood just a stone’s throw from the Carnegie Science Center and Acrisure Stadium. This means it is accessible to public transit routes, extremely walkable, and in the thick of Pittsburgh’s most recognizable landmarks, so visitors can easily swing by and see spacecraft – real spacecraft.

Moonshot is under no illusion that every person who walks through the museum will become a space enthusiast, or that every person will find themselves in a space career.

However, if we can inspire (spark!) even one percent of a diverse new generation to find their place in the future of space exploration, we've succeeded.

What's important to keep in mind is that the museum, and Astrobotic itself, isn't located where you typically see space organizations: in secluded areas where strict protocols don't allow the public to come onsite. We're taking an industry that can seem beyond reach and placing it within a few inches of glass.

Brain Drain

Despite Pittsburgh's recent resurgence in the technical sector, including in the fields of computer engineering, robotics, and AI, our region continues to struggle in retaining homegrown STEM talent. This so-called "brain drain," the difference between the incoming and outgoing population of highly educated adults, poses a risk to Pittsburgh's future economic development and growth. While studies on this topic vary in their design and findings, a 2017 report by the Congressional Joint Economic Committee ranked Pennsylvania 42nd of all states in brain drain (with 50th being the worst, or having the highest loss of talent), with an 18 percent deficit in inbound versus outbound talent. A

2020 study by the CBRE Real Estate Group ranked Pittsburgh 44th out of 50 metropolitan regions in brain drain (again, with 50th being the worst, or having the highest loss of talent), with a net loss of more than 15,000 technical degree-holding individuals over the most recent five-year period, even though Pittsburgh ranked 13th highest in tech degree completions over that same period.

Moonshot Museum underscores Pittsburgh's role as an emerging tech destination by showcasing the application of Pittsburgh-grown tech to space exploration. At the core of our mission is the belief that space should

be accessible to and experienced by all, regardless of age, background, or financial means. The Moonshot Museum is accomplishing this through interactive and educational exhibits and programs designed to inspire the next generation of local innovators to pursue education in science, technology, engineering, math (STEM) as a path to careers in space.

Opening Day

Moonshot Museum's opening day saw visitors from local neighbors to national government and will continue welcoming everyone to find their place in the 21st century space industry. 