

Space BD

Global Boys Group JO1 Appointed Official Ambassadors of the Space Utilization Project

Support from launch to space through return to earth & subsequent activities for mementos & research objects

Aim to Further Expand Utilization of Space



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Tokyo – Space BD, a leading Japanese space startup, has adopted the global boys group JO1 as the official ambassadors for the second round of the Space BD space utilization project Space Delivery Project -RETURN to EARTH-. JO1 are frequently in the top trending on Twitter internationally and in multiple countries, and their “GO to the TOP” slogan and ambition to achieve greater heights resonated with Space BD and is in line with Space BD’s approach to be a leading company working to accelerate the space industry.

With this appointment of JO1 as ambassadors, Space BD will further accelerate new utilizations of space. This will set the stage for a new era to promote initiatives to make space feel closer to even more people.

Space Delivery Project -RETURN to EARTH- is a project to collect mementos and research objects from Japan and internationally, launch them into space, expose the objects to space for approximately 6 months on the exposed facility on the International Space Station (ISS) Kibo, and then return them to earth. In the first round of this project, Space BD collaborated with 10 partners, including research institutes, educational institutions, and private companies in Japan and internationally, and launched research materials, photographs, and illustrations into space on February 20, 2022. These objects are currently exposed to space.

Initiative Details

In this first collaboration project, for the second round of the Space Delivery Project -RETURN to EARTH- metal plates printed with the jacket design for the group's upcoming second album "KIZUNA" (scheduled to be released Wednesday, May 25, 2022) and the JAM (name for fans) logo, among others will be launched to the ISS during FY2022. They will be exposed to space for approximately 6 months and then returned to earth. Space BD will work together with JO1 on projects to allow the JO1 members and JAM (fans) to enjoy these mementos after their return from their space journey.

JO1 Profile

JO1 is a global boys group consisting of 11 members: Issei Mamehara, Ren Kawashiri, Takumi Kawanishi, Shosei Ohira, Shion Tsurubo, Ruki Shiroyiwa, Keigo Sato, Syoya Kimata, Junki Kono, Sukai Kinjo, and Sho Yonashiro. The members were selected after a fierce competition lasting about three months on the survival audition program PRODUCE 101 JAPAN, where the final selections were made by about 65 million votes cast by the program viewers, serving as "national producers."

Since their 2020 debut the group has been top of the Oricon weekly ranking chart for 5 successive singles. They were also the winners for three Twitter trending ranking awards for FY2021.

Reference Materials

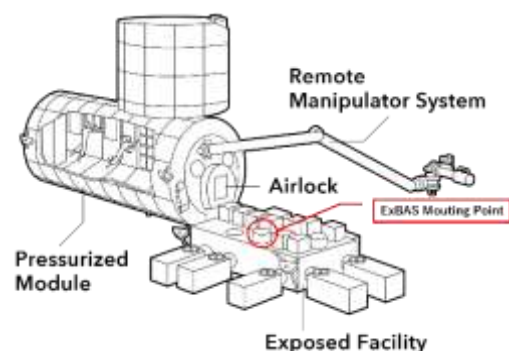
■ About the Space Delivery Project -RETURN to EARTH-

For this project utilizing the new Exposed Experiment Bracket (ExBAS) attached on the IVA-replaceable Small Exposed Experiment Platform (i-SEEP) of the Japanese Experiment Module Kibo on the ISS, Space BD provides a wide range of support, including leading the call for a variety of organizations to participate, selecting mementos, and supporting the launch and return to earth. In the first round, Space BD collaborated with 10 organizations in total, including private companies and research institutes, and launched research materials, photographs, illustrations, and various other objects on February 20, 2022. During FY2022 these objects will be recovered into the ISS and then returned to earth on a supply ship, and returned to the customers. Each of the objects returned to earth are planned to be used for demonstration experiment testing, education, corporate marketing, and other uses.

Reference: <https://space-bd.com/en/news/20210825.php>

■ About ExBAS

Space BD has jointly developed ExBAS with JAXA since 2020. Space BD will broaden the scope for space exposure from simply covering research purposes, the main focus to date, to also include more general utilization. This is expected to expand the horizons of the possible use of space.



■ **Comment from Sho Yonashiro, JO1 Leader**



We at JO1 were, wait for it!, chosen to participate in a space experiment project!!

Since our star began to rise with our first single “PROTOSTAR” followed by “STARGAZER” and “The STAR,” we are so thrilled to be chosen for such a valuable opportunity. We will bring our aspirations and the aspirations of JAM who support us into this project. Thank you so much for this wonderful opportunity.

We are so excited and thrilled to be part of this project! We’re really looking forward to it!

■ **Comment from Genki Hiraga, Manager, Business Development, Space BD**



We are so glad that JO1 are joining us as the official ambassadors for the second round of the space utilization project Space Delivery Project -RETURN to EARTH-. Space can seem far away for many people, and taking things into space may seem like a joke. However, we are using this project as a start to expand our services to help make it easier to use space.

■ **About Space BD**

Space BD is a space business development firm that aims to be a company that represents Japan and develops a world-class industry. Since its foundation in 2017, Space BD has provided a one-stop service from proposing business plans to providing engineering support regarding space utilization, including the International Space Station (ISS). Space BD provides broad support as a space business development firm with over 100 projects to date, including the handling of approximately 50 satellites.

■ **For Inquiries**

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