



# QUICK KNOWLEDGE



## Inviting Space Industry to Share Their Knowledge

Help us create Quick Knowledge content for HATCH and gain a visibility for your organization or its experts.

# WHAT'S IN IT FOR YOUR ORGANIZATION?



Demonstrate your organization's knowledge and competencies by publishing Quick Knowledge content on the HATCH web portal.



HATCH is dedicated to space research and innovation in all of Europe, and makes this content available across the world.



It will help you to widen your network to readers and followers from more than 30 countries, with wide ranging backgrounds and occupations, including space enthusiasts (non-professionals).



This is a great opportunity to connect with other professionals and future collaborators around Europe.



## **A big plus!**

We will share your Quick Knowledge on HATCH social media – Facebook, Twitter, LinkedIn and Instagram.



## **Awesome news!**

During the HATCH project development phase this offer is completely free! Your Quick Knowledge will be published from March to June on HATCH without charge!

(The exact date of the launch of the portal is not known yet.)



# WHAT IS QUICK KNOWLEDGE?

Quick Knowledge is content on HATCH dedicated to helping people learn new things about space in an engaging way!

It comprises brief stories and facts written by various authors, including organizations in the space industry as well as scientists, specialists and space enthusiasts.

The info is arranged just like a short presentation, with a heading and 10 slides or less.

Each slide contains an image or video and a short explanatory text (max. 255 characters including spaces).

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It is an opportunity to reach a wide audience with space professionals and non-professionals through intriguing facts and engaging way of communicating the information.

This special section called Quick Knowledge we've created within the future Space Research and Innovation web portal HATCH ([www.spacehatch.eu](http://www.spacehatch.eu) - is a temporary project page that will be replaced by the real web portal)

There in the section Quick Knowledge HATCH users will be able to expand their knowledge of space in an engaging way: with concise texts and visual aids.

# HOW TO PARTICIPATE?

## How?

1. Find a fact or another piece of information about space that you would like to share with others.
  2. Send us text + pictures / video (or link to the YouTube video)
  3. Get published on HATCH!
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## Do's and Don'ts?

### Do's

- Exciting content about space
- General facts about space
- Historical information
- True and verified information
- Supporting info – videos, pictures, links, references

### Don'ts

- Carrying out personal advertising
- Promoting the business of a 3rd party such as a company
- Expressing an opinions about individuals or organisations
- Use of inappropriate or insulting language
- False information, assumptions or rumours

# SPECIFICATIONS FOR QUICK KNOWLEDGE

## How to prepare your Quick Knowledge?

1. **Write a headline.** For example, “How much does it cost in space...?”.
2. **Write a text.** Maximum of 10 short facts (max. 255 characters per fact / idea).
3. **Add one visual aid to each slide** to reflect the main idea of the content or just support the idea in an engaging way.  
**Image** - the aspect ratio should be 4:3, the dimensions ideally 1000x750px. All images posted online must be credited, so please indicate the author and link to the source image.  
**Video** - upload your own video (if needed add credits - the author or any other information) or add a link to existing YouTube video.
4. **Information about you.**  
Provide us with info about yourself as an author: your name, title, a link to your LinkedIn profile or website (if you wish) and add your profile picture. Or your company's / project logo and contact info.

Example



# HERE'S AN EXAMPLE

*This is an example of what Quick Knowledge looks like on HATCH. Please note that HATCH is currently under development and slight changes might be made.*

“How much does it cost in space...?”. <headline>

## **1st slide**

It costs around EUR 10,000 to bring one litre of water to space. That's not the most expensive water in this galaxy you could drink. Acqua di Cristallo Tributo a Modigliani costs around EUR 51,000 per 750 ml.

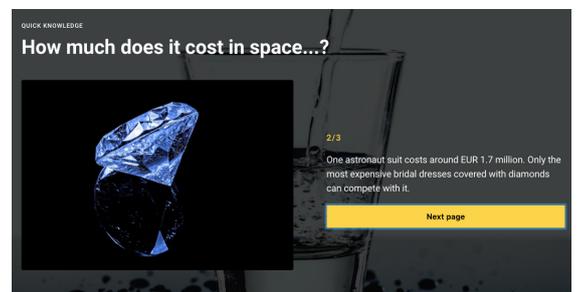
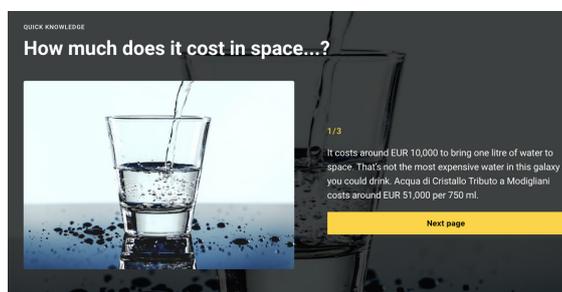
## **2nd slide**

One astronaut suit costs around EUR 1.7 million. Only the most expensive bridal dresses covered with diamonds can compete with it.

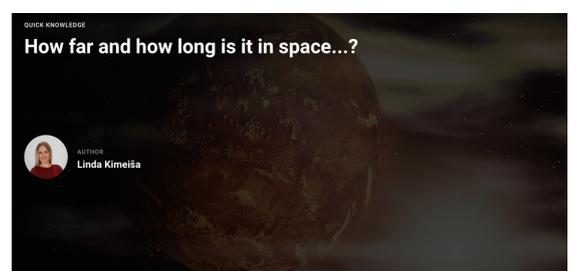
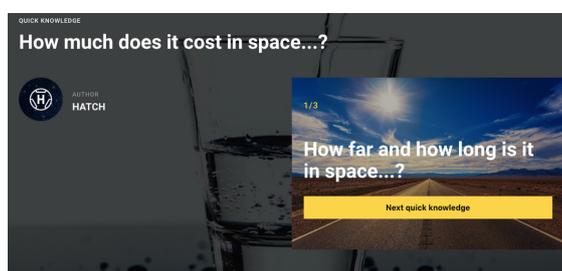
Etc. ....

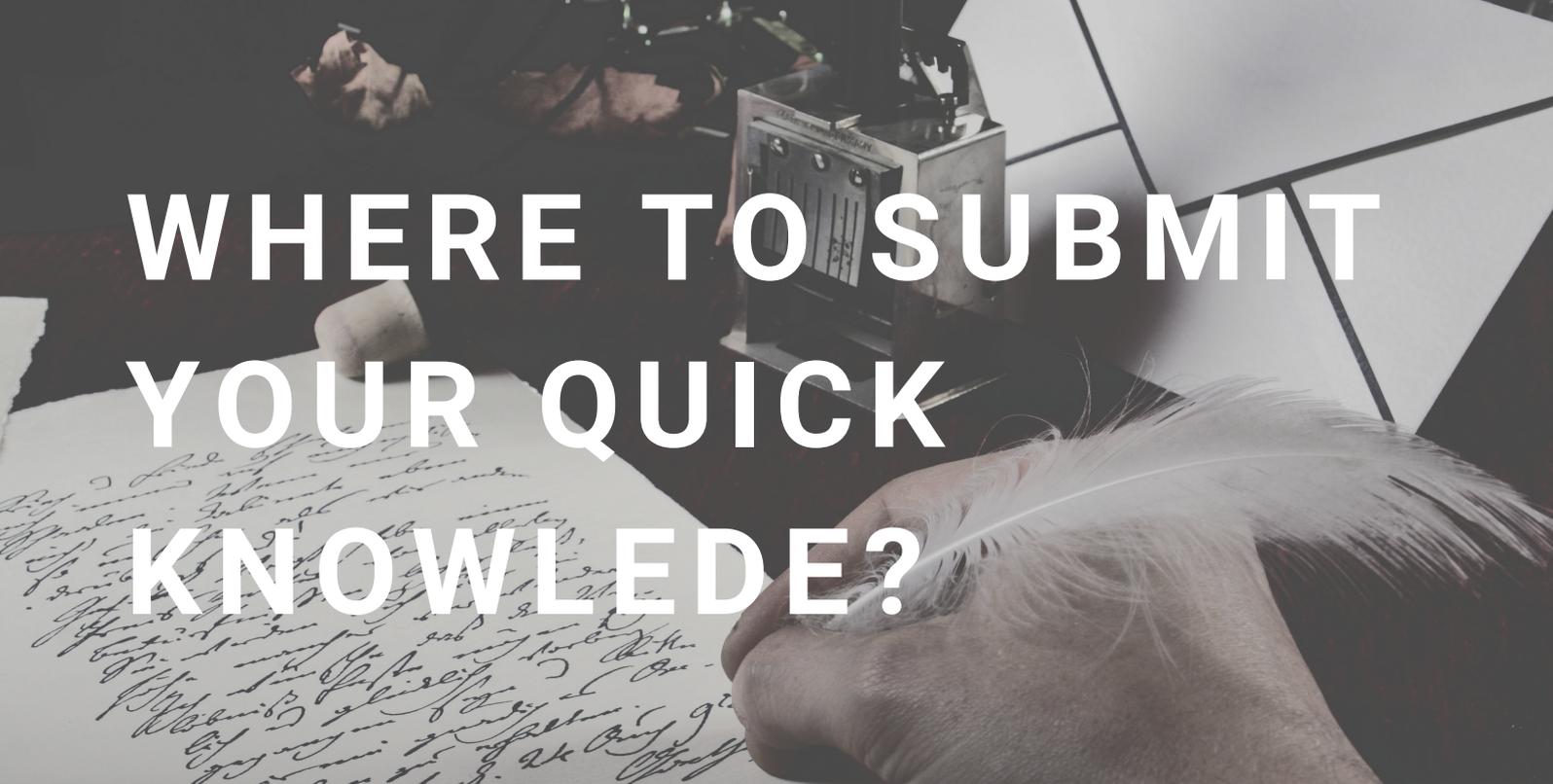
And when we will post them online they will look approximately like this...

**Info:**  
facts +  
pictures



**Info:**  
Author  
Project/  
person/  
organisati  
on





# WHERE TO SUBMIT YOUR QUICK KNOWLEDGE?

## 1st option

Send your content to [pr@spacehatch.eu](mailto:pr@spacehatch.eu).

Use your favorite tool - DropBox, Drive, Wetransfer or any other for transferring pictures / videos.

## 2nd option

Fill the form and upload pictures online.

## Any Questions?

[pr@spacehatch.eu](mailto:pr@spacehatch.eu)

More about HATCH [www.spacehatch.eu](http://www.spacehatch.eu)



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