Formulate to Communicate

Get-Able Science Stories

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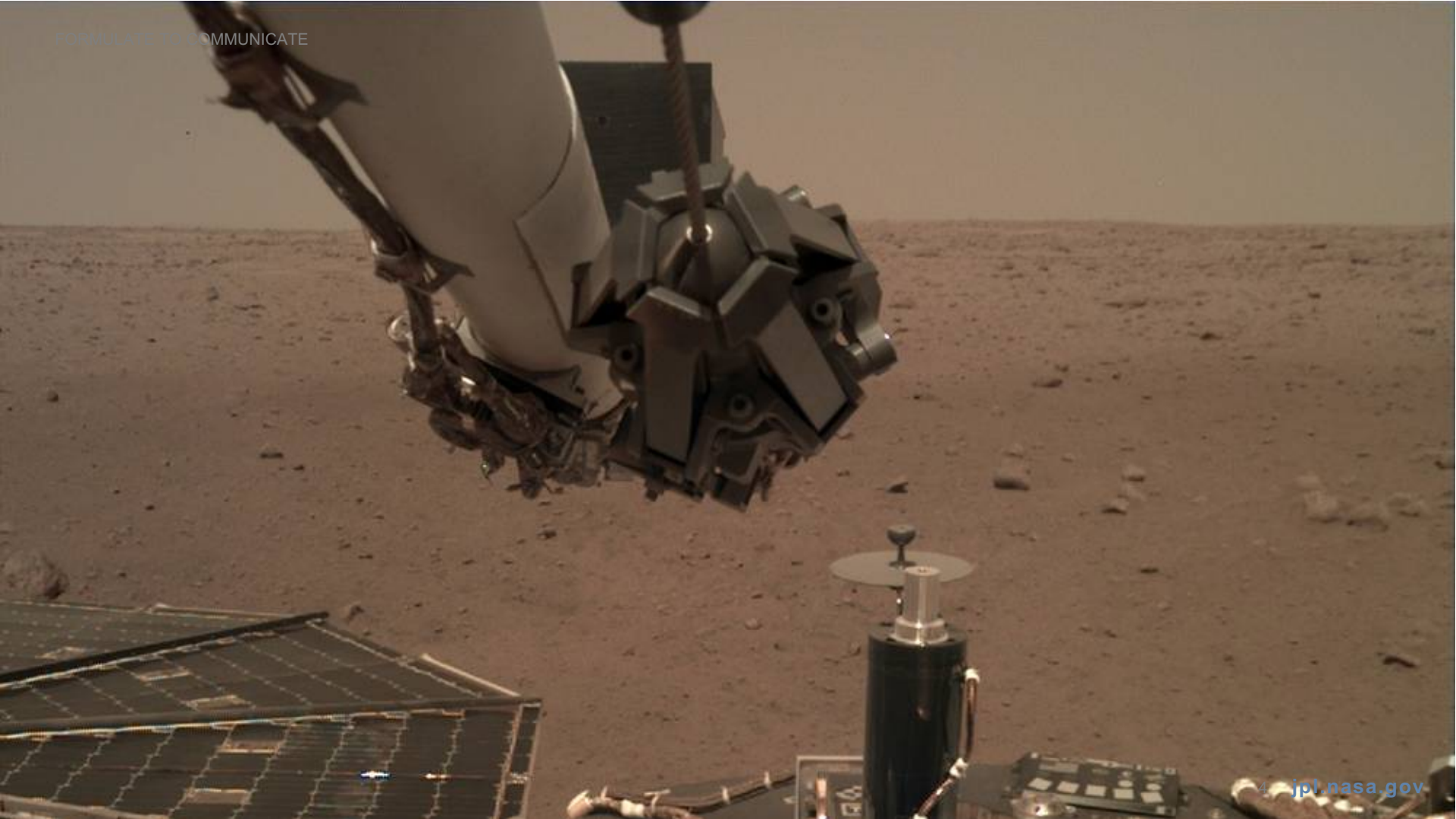
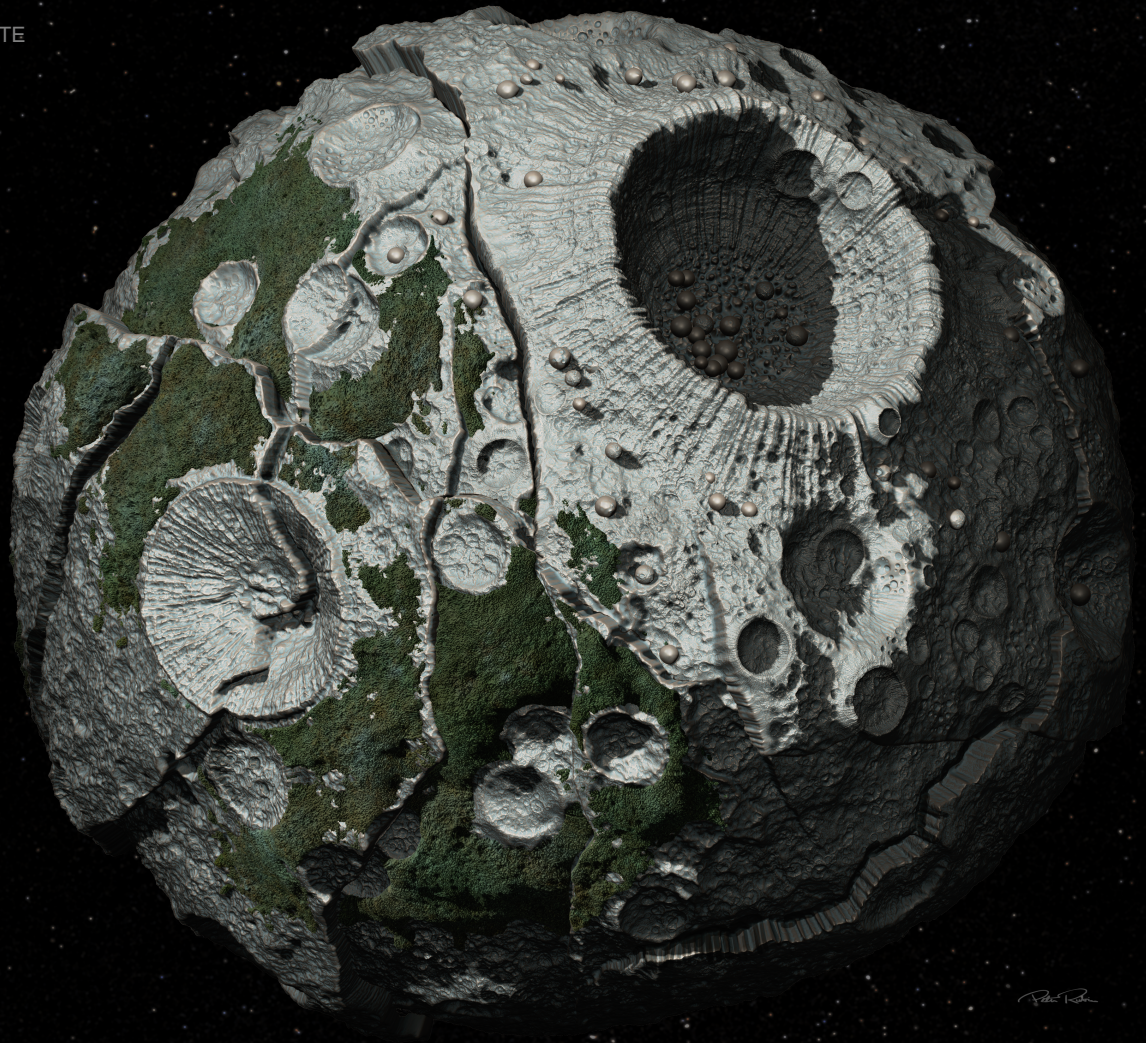
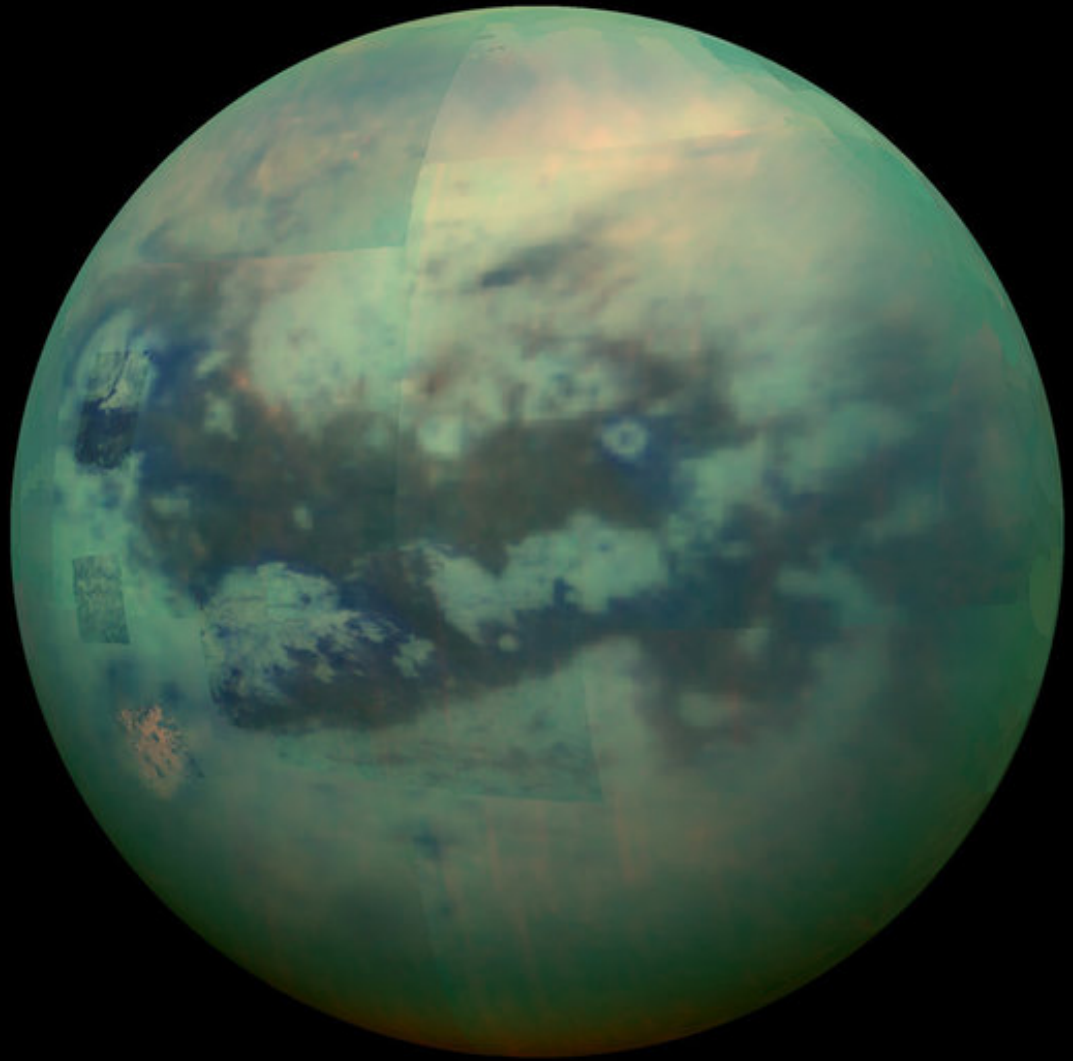
FROM CONCEPT TO OPPORTUNITY

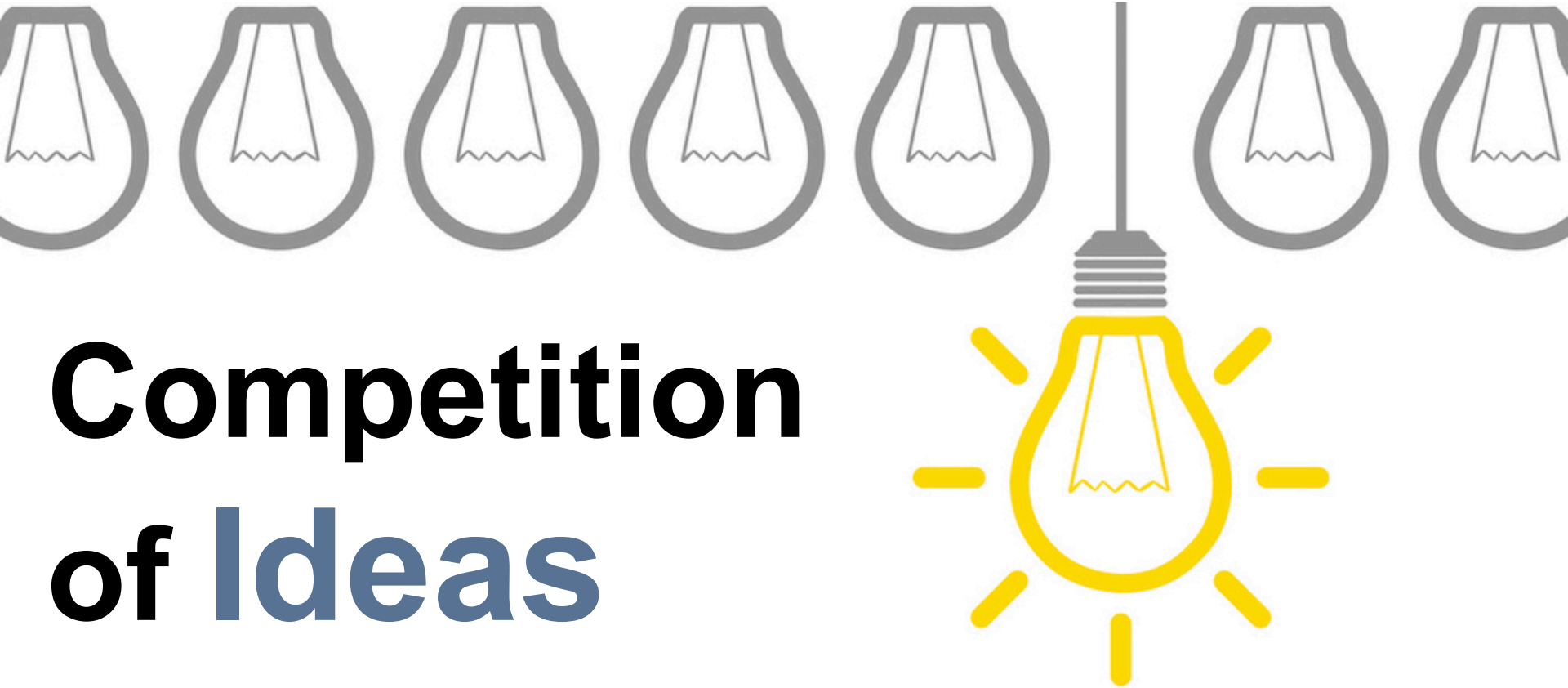






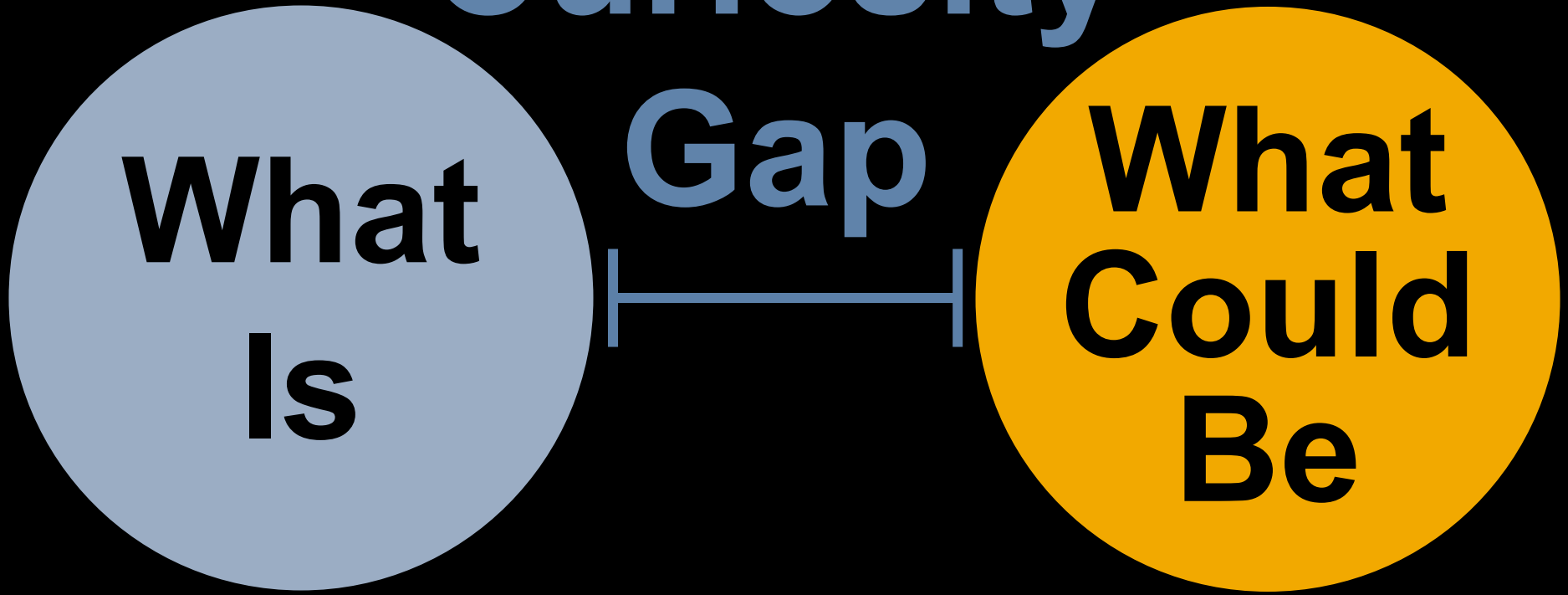
Universe of "What Ifs"

THIS OR THAT



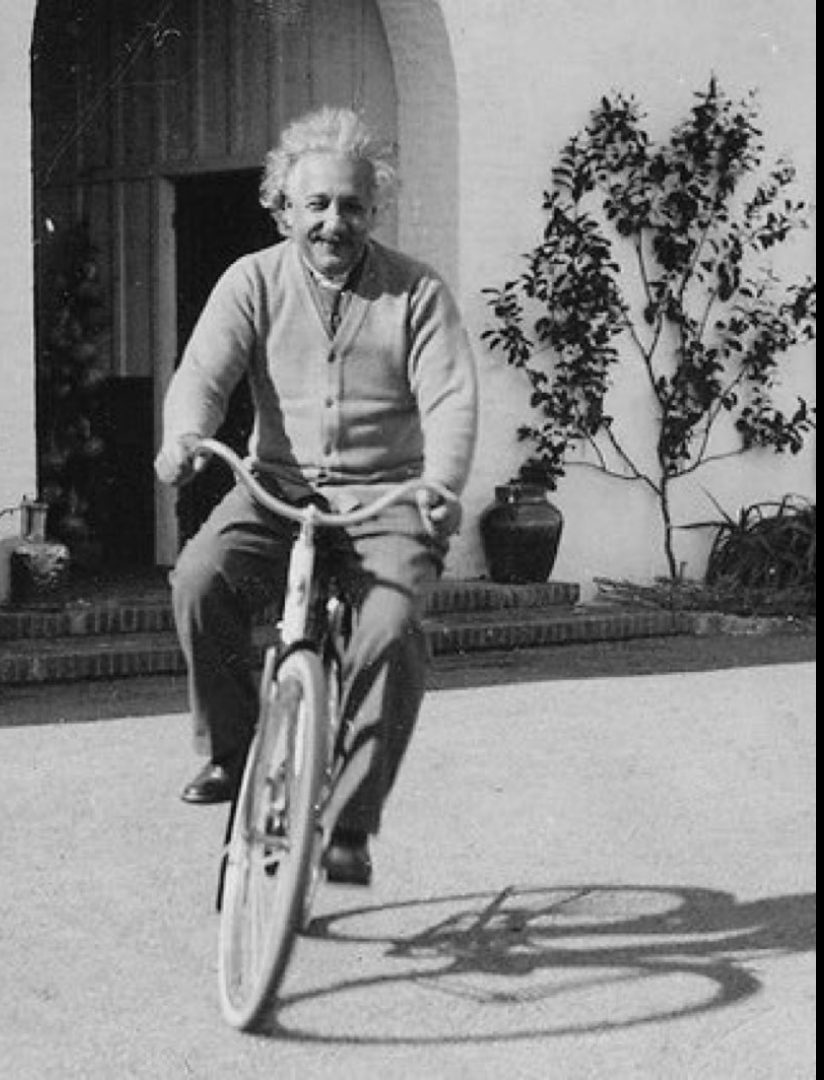
Competition of Ideas

Curiosity Gap



Most of the breakthrough discoveries and remarkable inventions throughout history are a result of **curiosity**

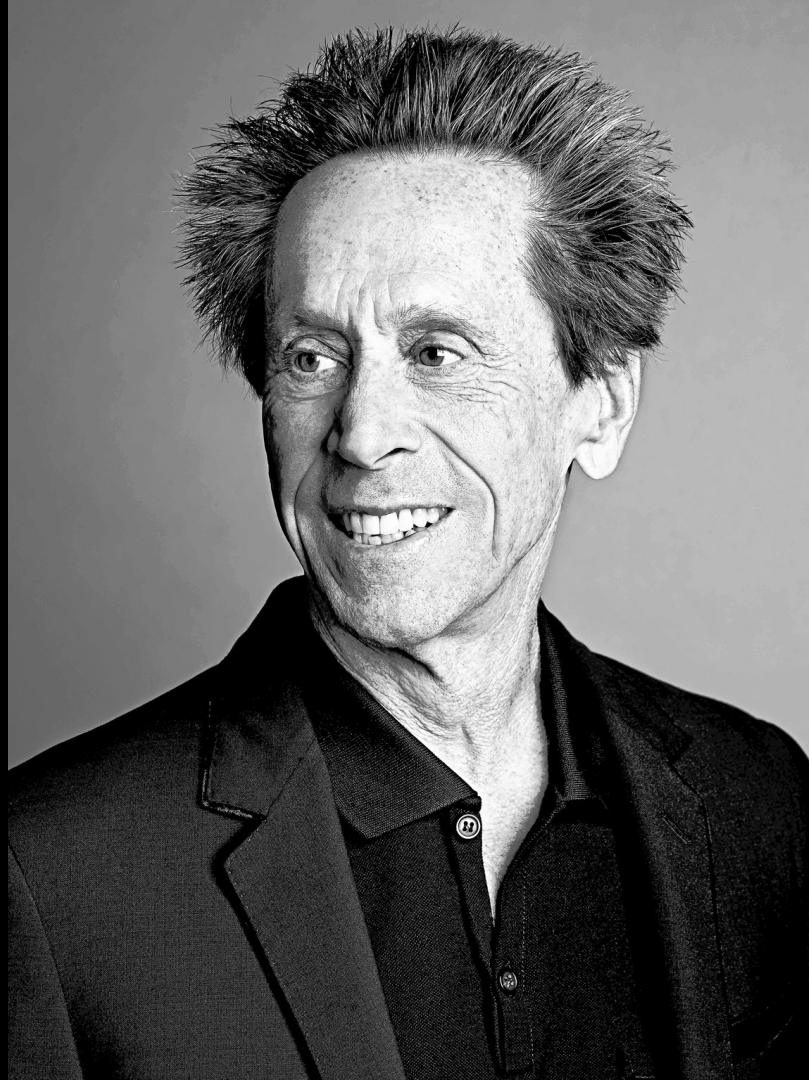
When we are **curious** we view tough situations more creatively



I am neither especially clever nor especially gifted.

I am only very, very **curious**.

Curiosity gives you power.
It's a quiet kind of power. It's a **cumulative** power



PIXAR
ANIMATION STUDIOS

*A deep structure of **storytelling** to help understand and begin to fill this **curiosity gap**:*

1. Once upon a time there was …
2. Every day …
3. One day …
4. Because of that …
5. Because of that …
6. Until finally …

From the boardroom to the playground

From scientist to stakeholder

1. Once upon a time there was …
2. Every day …

What is

3. One day …

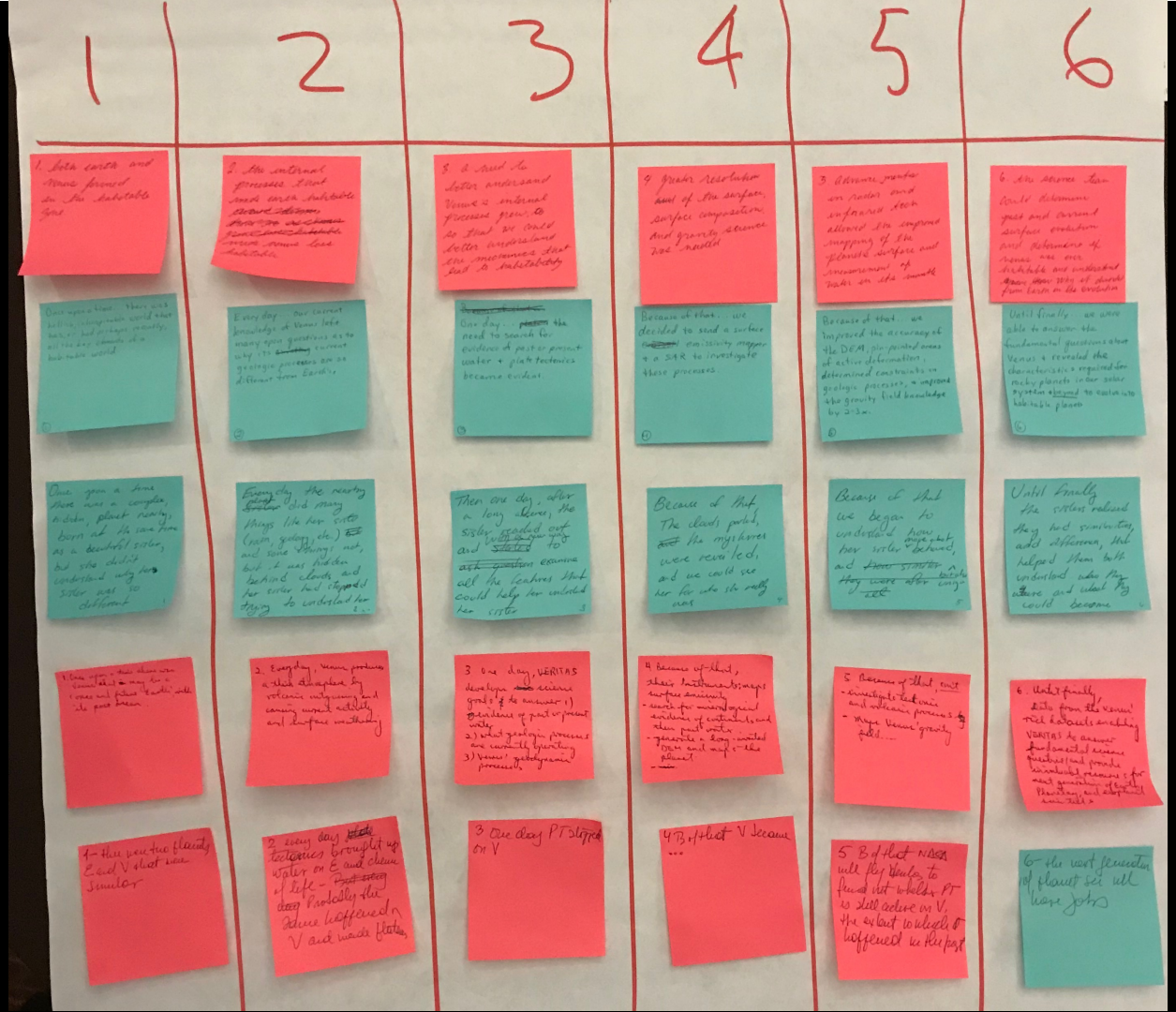
Curiosity Gap

4. Because of that …
5. Because of that …

What could be

6. Until finally …

“New” knowledge


1
2
3
4
5
6
Once upon a time, there was a beautiful, inhospitable world that had all the elements of a habitable world.
Every day, our current knowledge of Venus left many open questions as to why its geologic processes are so different from Earth's.
One day, the need to search for evidence of past or present water + plate tectonics became evident.
Because of that, we decided to send a surface emissivity mapper + a SAR to investigate these processes.
Because of that, we improved the accuracy of the DEM, pin-pointed areas of active deformation, determined constraints on geologic processes, improved the gravity field knowledge by 2-3x.
Until finally, we were able to answer the fundamental questions about Venus + revealed the characteristics required for rocky planets in our solar system beyond to exist into habitable planet.
Once upon a time there was a complex, hidden, planet nearby, born at the same time as a beautiful sister, but she didn't understand why her sister was so different.
Every day, the nearby planet did many things like her sister (rain, geology, etc) and some things not, but it was hidden behind clouds and her sister had stopped trying to understand her.
Then one day, after a long absence, the sisters reached out and ~~with the new way~~ to ~~ask question~~ examine all the features that could help her understand her sister.
Because of that, The clouds parted, the mysteries were revealed, and we could see her for who she really was.
Because of that we began to understand how ~~unique~~ her sister behaved, and ~~how sister~~ ~~they were alike~~ ~~exp~~ ~~set~~.
Until finally the sisters realized they had similarities, and differences, that helped them both understand who they where and what they could become.
1. Once upon a time there was a world that was very, very, very cold. Water would always be frozen.
2. Everyday, Venus produces a thick atmosphere by volcanic outgassing and carrying impact activity and surface weathering.
3. One day, VERITAS develops ~~some~~ science goals (to answer) 1) evidence of past or present water 2) what geologic processes are currently ongoing 3) Venus' geodynamic processes.
4. Because of that, their instruments/maps surface emissivity
- search for mineral signal evidence of carbonates and other past water
- generate a long-awaited topo map of the planet
- ~~...~~
5. Because of that, ~~can't~~
- investigate lost ocean and volcanic processes ~~by~~
- Map Venus' gravity field....
6. Until finally, data from the Venus' rich datasets enabling VERITAS to answer fundamental science questions (and provide invaluable resources for next generation of Earth, Planetary, and Astrophysics scientists)
1- the reactive planet Lead Velist was Similar
2. every day ~~that~~ tectonics brought up water on E and chance of life - ~~that they~~ Probably the Science happened on V and made Plates.
3. One day PT stepped on V
4 Bifolist V became ...
5 Bifolist NASA will flip Venus to find out whether PT is still active on V, the exact to which it happened is flipping
6- the next generation of planet sci will have jobs

EI

emotional investment

CA

critical assessment

Exoplanet Travel Bureau

Take a trip outside our solar system

55 Cancri e
lava life
Skies sparkle above a never-ending ocean of lava

EXPERIENCE THE GRAVITY OF
HD 40307g
A SUPER EARTH

HELP US TELL OUR STORY

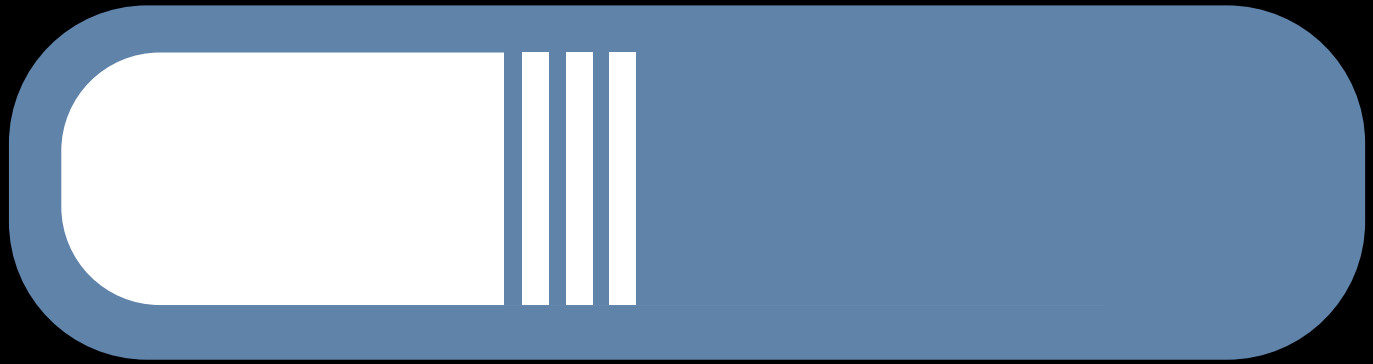
MODERN EXPLORERS
LUNAR ARCHITECT

MOON

MODERN EXPLORERS
DUNE SCOUTS

MARS

TOMORROW



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