

Chapter I: The Phone Call



“We just finished touring a company in California. They want to build rockets, and launch them into space, and Texas is one of four states.”

A night sky with a meteor streaking across it, reflecting on a body of water. The meteor is a bright, curved line of light that starts near the bottom left and arcs towards the top center. The sky is dark with many small stars. The horizon is visible at the bottom, with some faint lights and a dark line of trees or land. The water in the foreground is dark and reflects the light from the meteor and the stars.

In economic development, you
see it all.



Tell my wife ...




Tell my wife ...

Fantastic, but right now, we have
50 kids going berzerk in there.



Internal Site Selection Team

Boca Chica Beach



Two weeks later, meeting with
Elon himself.



The Project

Rocket Science

Physics

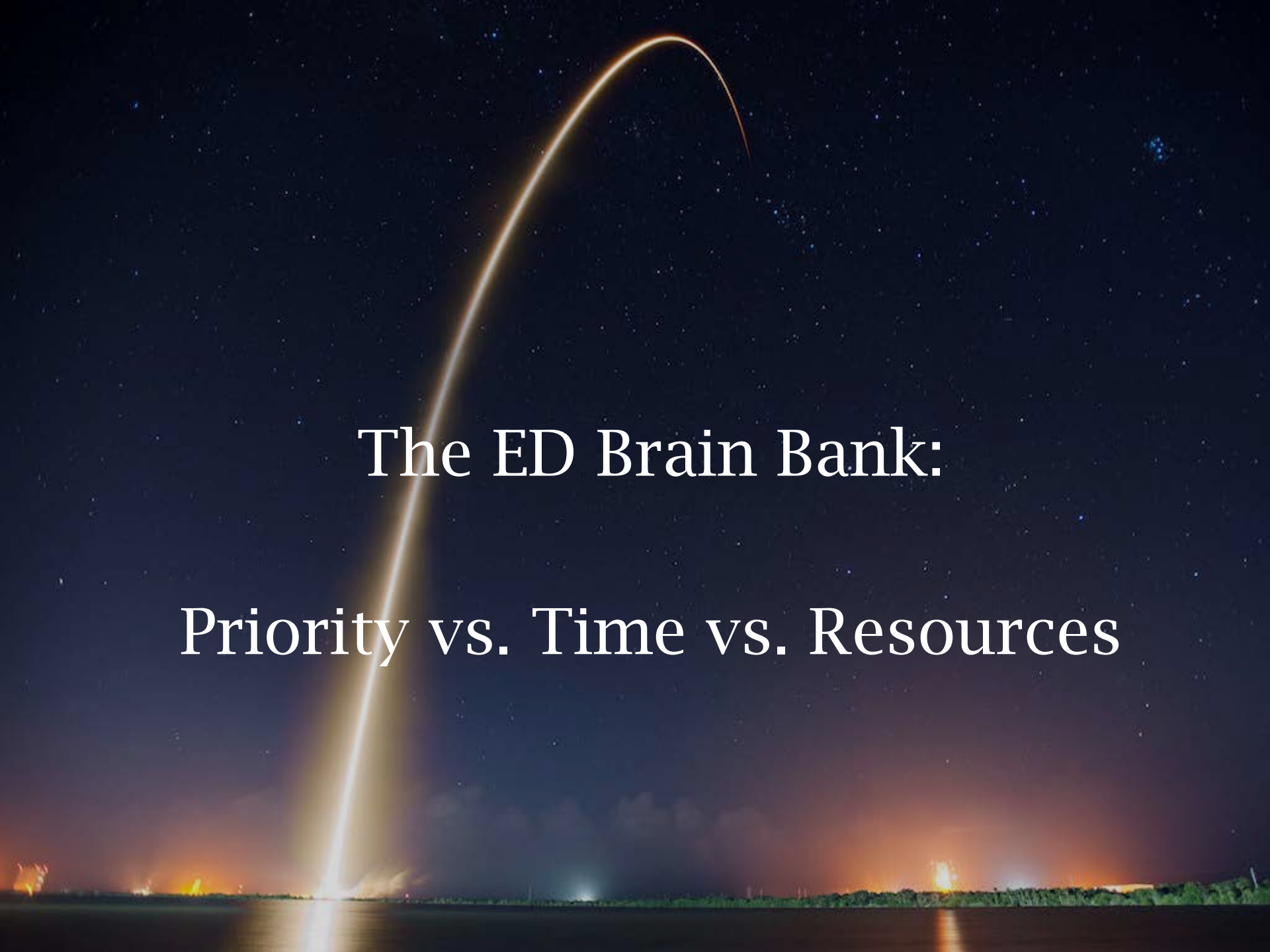
Equatorial Launches



How do we convince our
community leadership?

A night sky with a bright meteor streaking across it, reflected in water below. The meteor is a long, glowing orange-yellow line that curves from the bottom left towards the top center. The sky is dark blue with many small stars. At the bottom, there is a dark horizon line with some lights and a reflection of the meteor in the water.

The ED Brain Bank:



The ED Brain Bank:
Priority vs. Time vs. Resources



WHY?

Events
of
2011

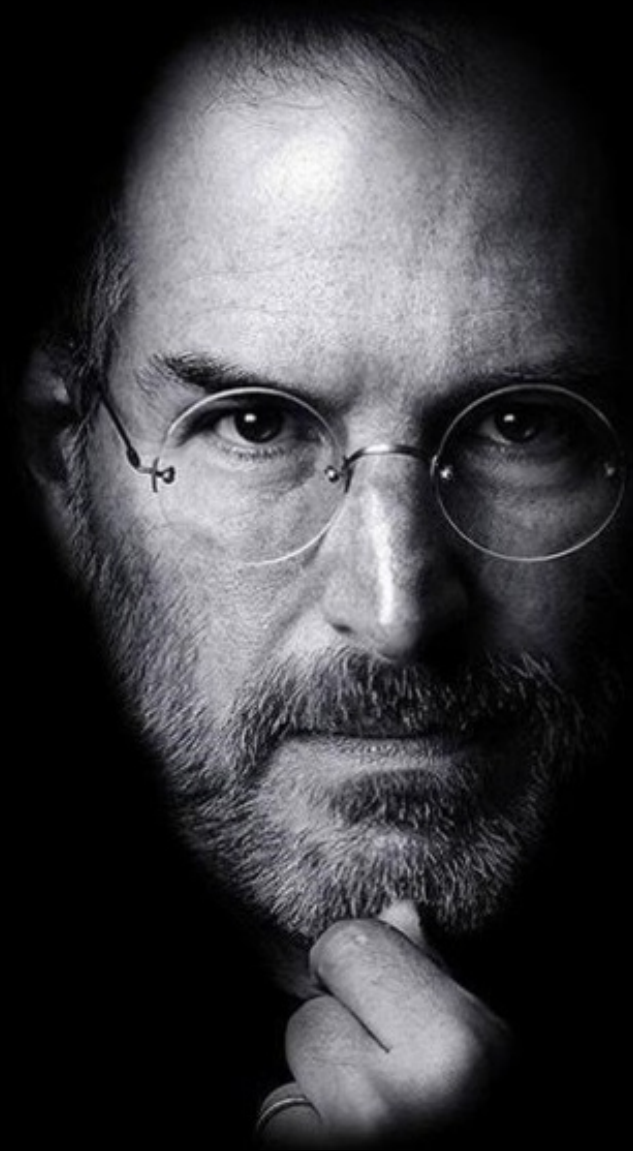
WHY?



Events of 2011







Chapter II:
Food Truck in a Dorm





Skillset from mom, at an early
age, cooking for my parents



Marketing

Recruitment

Building Relationships

Closing the Deal

A close-up photograph of a bowl filled with golden-brown french fries. A metal scoop is resting on top of the fries in the center. The lighting is warm, highlighting the texture of the fries. The text is overlaid on the image in a white, serif font.

In economic development,
it's all about the money.

A close-up photograph of a bowl filled with cereal, likely cornflakes, with a silver spoon resting in it. The image is overlaid with a dark, semi-transparent filter. The text "Graduate Debt Free" is centered in the upper half of the image in a white, serif font.

Graduate Debt Free

Chapter III: Land of the Free

Little 'Ejido' in Northeast Mexico

America ... land of the free,
where dreams come true.



An aerial, black and white photograph of a vast agricultural field. The field is densely packed with rows of crops, likely cotton. In the upper left corner, a tractor is visible, moving through the field. Several workers are scattered across the field, appearing as small figures engaged in manual labor. The overall scene conveys a sense of large-scale agricultural production.

Abundance of crops, to be
picked



Building the foundation of:

Economic Entrepreneur Developer

Chapter IV: The Why?



A large crowd of people is gathered in a modern building with large glass windows. A large, yellow, rectangular object, possibly a car part, is suspended in the air. The scene is dimly lit, and the text "Do you know why I'm doing this?" is overlaid in white. The crowd is dense, and many people are looking towards the suspended object. The building's interior is visible through the glass windows, showing a multi-story structure with many windows. The overall atmosphere is one of anticipation and curiosity.

Do you know why I'm
doing this?



We can no longer
sustain humanity on this
planet.

I'm going to colonize
Mars.





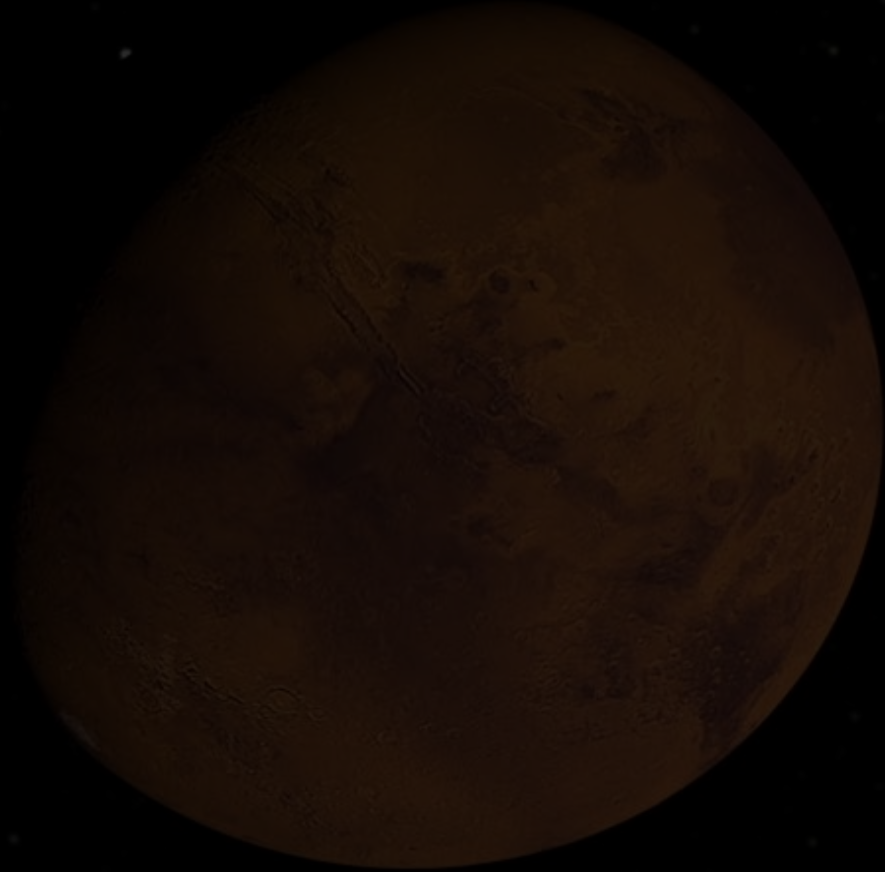
Context

Deep space exploration

Artificial Intelligence

Autonomous Cars

How Great Leaders Inspire:



How Great Leaders Inspire:

Why



How Great Leaders Inspire:

Why

How



How Great Leaders Inspire:

Why

How

What

Projects Specifications

Launching to Space

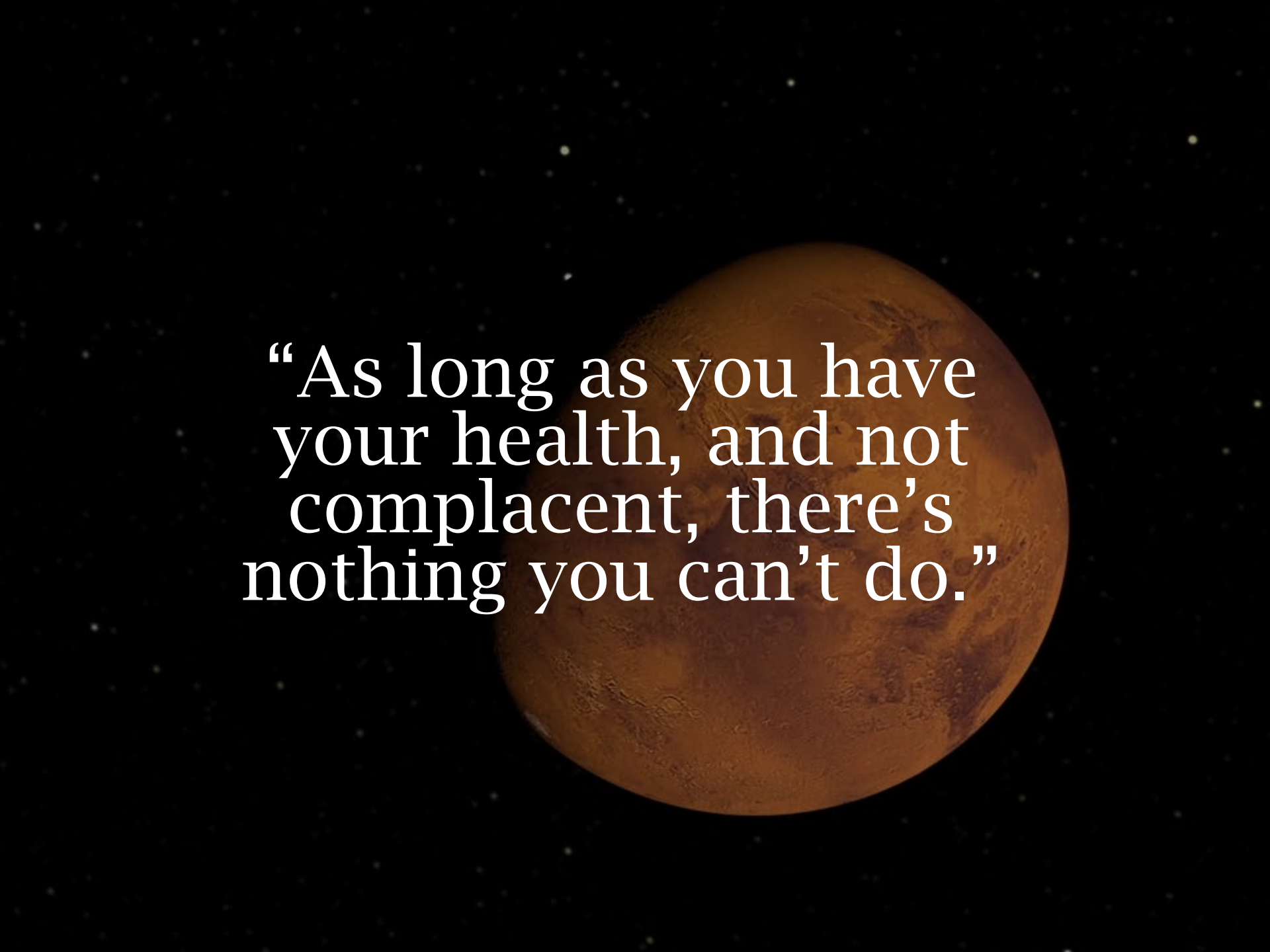
Colonizing Mars for Humanity



Witnessed a genius
explain to us the Why.

“Complacency is the
nemesis of progress.”





“As long as you have
your health, and not
complacent, there’s
nothing you can’t do.”



“I came to this country
to provide you an
opportunity. Don’t ever
be complacent.”

Mexican immigrants

Taco vendor

Negotiating with Elon



World of economic
development is changing

Are you?



What are you waiting for?

