

ASTRO DIGITAL

A BRAND STORY, CONTENT AND SOCIAL LAUNCH

PREPARED FOR

Astro Digital

PREPARED BY

Fat Fish Media, October 2026

fatfishmedia.com

LET'S PUT ASTRO DIGITAL IN THE PICTURE

Thank you for opening the door. You told us the same thing our research told us: Astro Digital has spent ten years quietly putting other people's missions into orbit, and almost none of it is visible. Forty spacecraft delivered. NASA, Boeing, DARPA, EchoStar, Sony and Starfish on the customer wall. The first NVIDIA H100 in space rode a Corvus bus, and the coverage barely said your name. A new headquarters in Denver with 141 jobs coming, and no photograph of it anywhere. The entire visual record of the company online is one production-floor photo, one team photo, one ops-room photo and three leadership headshots.

The audience has also just changed. On September 28 you announced a merger with Proem Acquisition Corp I that takes Astro Digital public on Nasdaq at an enterprise value of about \$587 million, with a close expected in the first quarter of 2027. Between now and then, SPAC shareholders voting on the deal, PIPE investors, sell-side analysts, the financial press and the retail investors who follow them will all do the same thing: open your website and your LinkedIn page. Today that visit shows them three photographs and a leadership block search engines cannot read. The investor presentation, the S-4, the roadshow and listing day all need the same library this proposal builds, and the timeline below delivers it before the vote.

We looked at the website, the search results, the AI answer engines, LinkedIn, Instagram and YouTube, and then at ten companies you share launch manifests with. The short version: you have the best story in the peer set and the smallest voice. That is a good problem, because it is a production problem, and production is what we do.

What follows is a plan to fix it in one push and keep it fixed every week after: a facility and people shoot in Colorado, launch-campaign coverage at Vandenberg, a founder-led brand film, and a content system that turns all of it into a steady rhythm on your website, LinkedIn and Instagram. Started in October, the first 90 days are delivered before the shareholder vote and the close. Cinematic where it counts, candid where it matters, and built so your team can keep it going.

BY THE NUMBERS

40+

satellites delivered since 2015, none photographed on your own channels

6,975

LinkedIn followers, against a peer median near 30,000

7mo

since your last LinkedIn post, a repost with no image

3

real photographs of the company on the whole site, one floor, one team, one ops room, plus three headshots and no original video

3.6/10

website SEO and AI-readiness score: no headings, no schema, empty News page to crawlers

141

Colorado jobs to fill, with a Careers page that is two sentences long

754

organic visits a month, 78 percent of them people typing your name, on keywords worth six dollars a month

80%

SEMrush Site Health, against 92 percent for top sites: 38 errors, 81 warnings, 8 dead pages, 26 broken links

14

AI mentions across ChatGPT, Gemini and Google AI, against 19 to 32 for every peer we checked

FOUR CHANNELS, ONE SILENCE

We audited every surface a customer, a recruit or an AI model touches before they ever email you. Each one tells the same story: strong company, missing evidence.

WEBSITE

Six pages on Tilda. The hero loops are launch-webcast and stock Earth footage hosted on Dropbox, and the hardware is shown as white renders. Real photography totals three images, one production floor, one team in bunny suits and one ops room, all small and undated, with the same two reused on Products and Careers. The only people section is a three-headshot leadership block on the homepage that loads by script after the page, so search engines and AI models never see the names. No About page, no case studies. SEMrush's crawl adds the plumbing: 8 dead pages still linked from the site, 26 broken internal links, 13 pages without an H1, 4 invalid structured-data items, one-word titles, no llms.txt, and the homepage shipping about 8 MB of PNGs with no caching.

SEARCH AND AI ANSWERS

You rank only for your own name, and even then below eoPortal, Wikipedia and SpaceNews. SEMrush puts the site at 754 organic visits a month, 78 percent of them people typing the company name, on 144 keywords worth six dollars a month, with part of that brand traffic confused with a Brazilian agency of the same name. Absent for "satellite bus manufacturer," "ESPA-class bus" and "Corvus satellite." Backlinks are thin and partly spam, and the most-linked page after the homepage is a blog subdomain that no longer exists. With no structured data and the leadership names loaded by script, AI engines fall back to third parties: 14 AI mentions against 19 to 32 for every peer, and your own site is not among your top cited sources.

LINKEDIN

6,975 followers and 94 employees, tagline "Space. Delivered." The feed is reposts of partner announcements a few times a year. Starfish got 300-plus reactions per Otter Pup 2 update on a bus you built, and your page shows none of it. No founder voice, no people, no factory.

INSTAGRAM, YOUTUBE, X, FACEBOOK

No Instagram. No YouTube. X has been quiet since 2021. Facebook still lists Santa Clara. The only video of Astro Digital hardware anywhere online belongs to your customers and their partners.

THE COMPANIES YOU SHARE A MANIFEST WITH

You named Muon Space and Starfish Space. We went further and benchmarked ten. Follower counts were read directly from each company page on September 24, 2026; monthly organic visits and AI mentions come from SEMrush on the same date. Starfish, notably, is also your customer.

COMPANY	LINKEDIN FOLLOWERS	POSTING RHYTHM	ORIGINAL VIDEO	REAL FACILITY AND PEOPLE PHOTOS	SEARCH AND AI, SEMRUSH
Astro Digital	6,975	Under 1 a month	None, hero loops are webcast and stock footage	Three photos and three headshots	754 visits a month, 14 AI mentions
Starfish Space	19,700	About weekly	Five-part documentary series	Video only	3,100 visits, 19 mentions
Muon Space	36,500	3 to 5 a week	Event and TV clips	Yes, factory and clean room	1,800 visits, 24 mentions
Apex	28,100	1 to 2 a week	Founder media	Yes, public factory photo kit	6,900 visits, 27 mentions
K2 Space	32,100	2 to 3 a week	Limited	Yes	7,600 visits, 25 mentions
York Space Systems	23,800	1 to 2 a week	CEO media hits	Limited	6,000 visits, 25 mentions
Blue Canyon (RTX)	22,400	1 to 2 a week	Limited	Some	2,400 visits, 19 mentions
Loft Orbital	44,500	1 to 2 a week	Limited	Yes	2,400 visits, 26 mentions
Terran Orbital (Lockheed)	43,800	Daily	Limited	Some, plus 38K on Instagram	4,900 visits, 32 mentions
Impulse Space	82,400	3 to 4 a week	Brand films	Yes, the SpaceX-style benchmark	13,200 visits, 26 mentions

Five things the best of them do, every week:

- 1 **Mission as a serial.** Name the spacecraft, give it episodes. Starfish's Otter Pup 2 updates, on your bus, pull 300-plus reactions each.
- 2 **Factory forward.** Apex publishes a downloadable factory photo kit. K2's best posts are people walking its floor. The building is the proof.
- 3 **People first.** Employee and intern spotlights outperform funding news. Everyone is hiring the same engineers; hiring content is reach content.
- 4 **Founder as the channel.** Cinnamon, Mueller, Dyer and Wallinger carry their companies on personal profiles and TV hits. Chris Biddy has ten years of flight heritage and no microphone.
- 5 **Milestones told fast, with real photos and partner tags.** Same-day beats a press cycle, and a tagged partner doubles the audience.

THE QUIET BUS BEHIND THE MISSIONS

Every peer sells a spacecraft. Almost none of them can say a customer put the first GPU data center in orbit on one, or that Sony, Boeing and a space-habitat startup all chose the same platform, or that they did it profitably, with revenue compounding at 42 percent and a backlog that doubled. That is the spine of the story, and the listing gives it a third act. We would tell it the way SpaceX and Rocket Lab tell theirs: hardware in real light, engineers in frame, missions with names, and a founder who speaks plainly.

HERITAGE	Eleven years, nearly forty spacecraft across sixteen mission types for more than thirty customers, fifteen missions operating right now, five bus sizes from a 6U to the 250 kg Raven. A heritage wall belongs on the website, in the lobby, in the investor presentation and in every deck.
THE FACTORY	Denver, Colorado, chosen over other states, with 141 jobs on the way. Nobody has seen it. The factory is the proof of credibility for a bus company, and Colorado's aerospace press will cover it.
THE MISSIONS	Starcloud-1 and the H100. Tomorrow.io's weather radar. EchoStar Lyra. MITRE's RF lab. Starfish's Otter Pup 2. Sony's laser pair and Boeing's quantum demo coming in 2026, Max Space's habitat in 2027, Raven's first flight. Each one is a chapter with a partner who will share it.
THE PEOPLE	Chris Biddy has flight heritage most founders in this set do not. Billy Wahng built a 210-megapixel payload. Glassdoor calls the team "extremely bright engineers" on "super cool missions." Put them on camera and the recruiting problem starts solving itself.

THREE DAYS IN DENVER, ONE LIBRARY

One trip to Colorado, three kinds of days, and a library that feeds the website and every channel for months. Photo and video on every day, shot for both horizontal and vertical from the start, and built to be added to on every trip after.

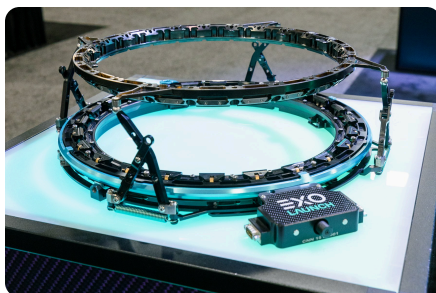
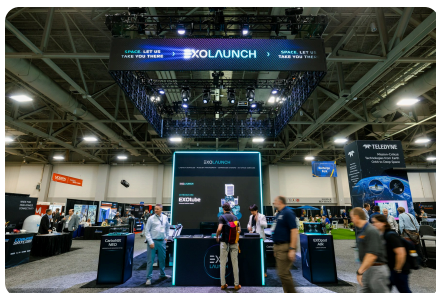
SHOOT	WHERE AND WHEN	WHAT WE CAPTURE	WHAT IT BECOMES
Factory and people	Denver HQ, two days	Clean room, integration and test; portraits of leadership and engineers; hero stills of every Corvus bus; exteriors and drone of the building	Website imagery, a real Careers page, hero shots for every deck, three months of LinkedIn and Instagram
Brand story film	One full-crew day in Denver, inside the same trip	Sit-down interviews with Chris Bidy and Billy Wahng, hardware in motion, the ten-year arc from Landmapper to mission-as-a-service	A 90-second anthem film for the website and LinkedIn, and ten vertical cutdowns
Launch campaign, when you want it	Vandenberg for Transporter-18 (no earlier than late October 2026) or Transporter-19 (about February 2027), crew of two, two days	Integration and ship-out where the launch broker allows, liftoff, and the team watching the webcast	A 60-second recap, ten verticals and fifty edited photos within 48 hours

Deliverables from the first 90 days at the Story tier: a graded photo library of 150-plus selects with unlimited commercial use, the anthem film, ten vertical clips, and a hero still of each bus. Everything shot to one style sheet, so the next trip matches the first and the library grows instead of resetting.

PROOF FROM THE SAME INDUSTRY

Exolaunch at SmallSat 2026: brief on the show floor, delivered before the show closed.

Exolaunch, the Berlin launch-services company whose deployers fly on the same SpaceX rideshares your buses do, brought us in to design and build their booth for the Small Satellite Conference in Salt Lake City this August. Mid-show, the photography they had arranged separately was not working. They pulled us aside, we heard what they were after and turned it into a plan on the spot: hardware as the hero, their people in real conversations, everything in their brand and ready to post while the show was still running. Our production team had a photographer on the floor with creative direction that same day. The images below are what Exolaunch took home, and it is the standard we would bring to Denver.



Photography by Fat Fish Media for Exolaunch, Small Satellite Conference, Salt Lake City, August 2026. Full gallery available on request.

HOW IT SHOWS UP EVERY WEEK

A library nobody posts is a hard drive. The system is what turns one trip into months of presence. Here is the rhythm we would run with your team, and hand over when you are ready.

Website

Fix the foundation first: real page titles and descriptions, headings, alt text on the customer logos, Organization and Person schema, a redirect for the dead http address

About and Team pages in the first 90 days, then one page per Corvus bus, a News page search engines can read, and a mission case study each quarter through the rhythm

Replace the stock Earth loop with your own anthem film and factory stills

Monthly SEO and AI-answer monitoring so we know when ChatGPT and Google start describing you correctly

LinkedIn and Instagram

LinkedIn, three posts a week: one mission or hardware post, one people or hiring post, one founder or industry take, from the company page and from Chris

Instagram, one to two posts a week plus stories on shoot and launch days: the visual channel, factory and launch first

One short video a month cut from the library, vertical and horizontal, and a milestone post around every launch

Same-day milestone posts with real photos and partner tags, drafted in advance for every launch window

A shared 90-day calendar, approvals in one place, and a monthly report on reach, followers and inbound

The field-marketing calendar, first year

What gets shot and what goes out around each moment, so field marketing, investor relations and the social calendar run on one sheet. Launch dates move with the manifest; the plan moves with them.

WHEN	THE MOMENT	WHAT WE SHOOT	WHAT GOES OUT
Oct 2026	Kickoff. Story session with Chris and Billy, shoot days in Denver	Floor, clean room, hardware, people, the why film	Messaging sheet approved, channels set up, first teaser stills, posting begins at three a week
Nov 2026	Transporter-18, Vandenberg (NET Oct 31)	Launch campaign: crew of two, two days	Same-day clips and partner tags, launch film within a week, news post and investor stills
Dec 2026	Library and why film delivered. About and Team pages live	Final edits, verticals, portraits retouched	Anthem premiere on LinkedIn, leadership introduced, year-end recap, Q1 calendar posted
Jan 2027	Retainer begins. Investor materials and the vote	Content day one in Denver	Founder posts on the listing, imagery for the S-4 and the investor deck, roadshow stills
Feb 2027	Transporter-19	Launch campaign	Same-day clips, launch film, mission case study for the News page
Mar 2027	Otter Pup 2 docking window. Listing day on Nasdaq, expected Q1	Content day two. Crew in New York for the bell	Docking milestone post, same-day listing film for the new investor page, press stills
Apr 2027	Space Symposium, Colorado Springs	Booth and event kit, interviews on the floor, customer meetings	Daily event posts, a follow-up series from the interviews, hiring push
May to Jul 2027	Raven GEO reveal. Content day three	Raven hardware and team, the next bus story	Reveal campaign, one page per Corvus bus begins, short video a month continues
Aug to Dec 2027	SmallSat 2027, the next Transporter, Max Space habitat	Event kit, launch campaign, habitat build story	Show coverage, launch coverage, year-two calendar and the full-build decision

Consistency is the whole game. Three posts a week for a year beats thirty posts in launch week, and the library is what makes three a week easy.

THREE WAYS TO START, ONE WAY TO KEEP GOING

Pick the size of the first 90 days, then the monthly rhythm keeps what you built working. Launches are booked as they come. Every number on this page includes crew travel, lodging and per diem, so nothing is added later.

- 1 **The first 90 days: who we are.** One project fee, three sizes. The brand story session and messaging sheet, the shoots in Denver, the why film and the photo library, Instagram and YouTube set up, and the first 90-day calendar. Everything needed to establish the brand before the vote and the listing. Crew travel, lodging and per diem are inside the number.
- 2 **The rhythm, from month four.** A monthly retainer that keeps the channels alive once the foundation exists: posting on LinkedIn and Instagram, new content days in Denver, founder posts drafted for Chris, SEO and AI-answer monitoring on the SEMrush project already running on astrodigital.com, and a monthly report. The amount follows the tier you chose.
- 3 **The moments, booked per event.** Launch coverage at Vandenberg, the Otter Pup 2 docking, the Raven reveal, Space Symposium in Colorado Springs each April, the Max Space habitat in 2027, and listing day on Nasdaq with a crew in New York for the bell. One fee per campaign, outside the retainer, planned a quarter ahead.

How the money works: three separate fees, and you only pay for the ones you use.

01

One project fee for the first 90 days

Choose a tier. Half to book the shoot dates, half on delivery of the library. It covers the story work, the shoots, the films, the photo library and the first calendar.

02

A monthly retainer from month four

Keeps the channels alive once the foundation exists. Billed monthly in advance on a 12-month term. The amount follows the tier, because a bigger library and more channels take more work each month.

03

A per-campaign fee for launches

Launches do not fit a monthly rhythm, so each one is booked on its own: \$15,000 per campaign, plus \$2,000 only if the launch scrubs and the crew holds. The same price at every tier.

STEP ONE: PICK THE FIRST 90 DAYS

FOUNDATION

\$30,000

The smallest version that still establishes the brand. No website work.

Brand story session with Chris and Billy, one-page messaging sheet

Photography, 1 day in Denver.

Floor, hardware and people. 75-plus retouched library images and team portraits. \$8,000

Film, 1 day. A 60-second why film, a 30-second cut and 6 vertical clips. Director, cinematographer and Sound/Mixer, edit, color grade, mix and licensed music. \$22,000

Instagram and YouTube setup, first 90-day calendar

Crew travel, lodging and per diem included

Retainer from month four

\$8,000 / month

STORY

\$50,000

The full who-we-are build, including the website.

Everything in Foundation

Photography, 2 days in Denver.

Floor, clean room and hardware day one, people and portraits day two. 150-plus library images and 20 team portraits. \$13,000

Film, 1 day plus B-roll on the

factory day. The 90-second anthem, a 30-second cut and 10 verticals. Director, cinematographer and Sound/Mixer, edit, grade, mix and music. \$29,000

Website. The SEMrush audit fixes (titles, H1s, schema, redirects, broken links, lms.txt, image weight) and new About and Team pages built around the new photography. \$8,000

Crew travel, lodging and per diem included

Retainer from month four

\$10,500 / month

\$11,500 month to month

STORY + BEHIND THE SCENES

\$70,000

Everything in Story, plus the storytelling that keeps giving.

Everything in Story: 2 photography days (\$13,000) and the website (\$8,000)

Film, 2 days. The anthem plus a three-part "how a Corvus gets built" series, founder interview pieces and 15 verticals. \$41,000

Field-marketing content kit.

Booth and event stills and clips sized for Space Symposium, trade shows and the investor roadshow. \$8,000

Crew travel, lodging and per diem included

Retainer from month four

\$13,000 / month

Two short videos a month, BTS posts, four LinkedIn posts a week

STEP TWO: WHAT THE RETAINER COVERS, MONTH FOUR ONWARD

EACH MONTH	FOUNDATION \$8,000 / month	STORY \$10,500 / month	STORY + BEHIND THE SCENES \$13,000 / month
Content day in Denver, travel included	Every quarter	Every other month	Every other month
LinkedIn posts a week	3	3	4
Instagram posts a week	1	1 to 2	2
Short videos a month	1	1	2
Founder posts drafted for Chris	2 a month	4 a month	4 a month, plus BTS captions
SEO and AI-answer monitoring, monthly report	Included	Included	Included
Website updates	None	One page a quarter	One page a quarter, plus a case study

STEP THREE: LAUNCHES AND MOMENTS, BOOKED PER EVENT

\$15,000 Per launch campaign. A crew of two for two days at Vandenberg or wherever the rocket is, travel and per diem included. Same-day social clips, a launch film within a week, stills for the news page and investor materials.	+\$2,000 Standby, only if the launch scrubs and the crew holds for the next window. Not charged otherwise.	48 hrs Every campaign delivers a 60-second recap, ten verticals and fifty edited photos within 48 hours. Covers Transporter-18 and 19, the Otter Pup 2 docking, the Raven reveal and listing day.
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WHAT YEAR ONE LOOKS LIKE

RETAINER FROM MONTH FOUR, ONE LAUNCH CAMPAIGN	FOUNDATION	STORY	STORY + BEHIND THE SCENES
The first 90 days	\$30,000	\$50,000	\$70,000
The rhythm, nine months	\$72,000	\$94,500	\$117,000
One launch campaign	\$15,000	\$15,000	\$15,000
Year one	\$117,000	\$159,500	\$202,000

Terms: half of the first-90-days fee to book the shoot dates, the balance on delivery of the library. The retainer is billed monthly in advance on a 12-month term. Launch campaigns are invoiced when booked. Pass-through costs at cost plus 15 percent. When the library needs to grow, the full build is the natural second phase: a five-episode mission series, a 400-image library, one page per bus and a public media kit.

YOUR PRODUCTION TEAM

Fat Fish Media is a production company with a strategy desk: we produce live events and content for Adidas, Meta, Amazon, Western Governors University and the University of Phoenix, with our own crews, our own trucks, in-house creative direction and a photo and video archive of thousands of events. Bubba is your point of contact from day one, with the full bench behind him.



YOUR POINT OF CONTACT

Bubba Palmer

ACCOUNT EXECUTIVE

Production pro with a talent for immersive tech, turning big ideas into experiential events that land. Former Head Carpenter for the Lindsey Stirling Tour. Bubba is the one who picks up the phone.

Email bubba@fatfishmedia.com

Phone 385.419.1336 ext. 203



Isaac Gonzalez

CMO / FOUNDER

Built Fat Fish into a standout in experience design and brand content for clients like Adidas, Meta and Amazon. Leads the brand story, the shoot direction and the content system.



Brad Millet

PRODUCTION MANAGER

Years working with brands on story, video production and content strategy, both on set and with a marketing mind. Runs the crews, the gear and the shot list on every shoot day.

LET'S WALK THE FLOOR

- 1 A one-hour brand story session with Chris and Billy, on a call or in Denver, so we hear the ten-year arc in your words before we write a line of it.
- 2 Walk the Denver building and confirm what can be shown: clean room access, customer hardware we can and cannot photograph, and ITAR boundaries.
- 3 Lock the launch calendar together: which mission flies on Transporter-18 or 19, the Otter Pup 2 docking window, and the Raven reveal, so any launch coverage is booked a quarter out.
- 4 Pick the tier for the first 90 days and the monthly rhythm, then shoot in Colorado in October or November, so the library exists before the shareholder vote, the roadshow and the first quarter close, and before the snow makes the drone shots harder.

Let's walk the floor.

Pick a day and we will bring the shot list, the 90-day calendar, and the people who would run this.

Schedule the walk-through

bubba@fatfishmedia.com

**LET'S TELL
THE STORY
*YOU'VE EARNED.***

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