

High-End Website Strategy & Core Messaging Document

For the West Galactic public website, partner-facing content system, and HALO program narrative.

Positioning summary

West Galactic LLC is the holding company and strategic architecture behind a phased space infrastructure program designed to move humanity from Earth-only industrial dependence toward off-Earth industrial capability. Its flagship program, HALO, is not a single station concept. It is a sequenced infrastructure chain: lunar power, lunar industrialization, lunar freight, orbital receipt and construction yards, and then HALO-1 as the first gravity-capable orbital industrial base.

Prepared from the attached HALO Master Plan, HALO Program Whitepaper, and West Galactic LLC incorporation documents. This document is written as a website source-of-truth and strategic content brief, not as legal, engineering, or securities advice.

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1. Executive Website Brief

This document defines how West Galactic LLC should present itself on a high-end institutional website. The website should feel like the front door to a serious aerospace infrastructure holding company, not a speculative space concept, not a tourism brand, and not a consumer-facing fantasy product.

The primary audience is not the general public. The primary audience is strategic: government stakeholders, aerospace partners, energy partners, industrial partners, institutional capital, engineering contributors, mission partners, and serious readers who need to understand the logic before they are asked to understand every technical detail.

Main website idea

West Galactic exists to build the missing industrial infrastructure layer between Earth, the Moon, and cislunar space.

The website must accomplish five things

1. Establish West Galactic LLC as the credible holding company behind the program.
2. Explain the HALO program clearly enough that serious non-engineers can understand it.
3. Show that HALO is a phased infrastructure chain, not one giant station with one giant bill.
4. Separate the operating verticals so each layer can be understood, partnered with, and eventually financed on its own merits.
5. Move high-value visitors toward strategic conversations, partner engagement, and data-room qualification.

One-sentence version

West Galactic LLC is building a phased space infrastructure ecosystem designed to make long-term industry beyond Earth practical, starting with lunar power, lunar industrial production, lunar-to-orbit freight, and HALO-1 as the first gravity-capable orbital industrial base.

One-paragraph version

West Galactic LLC is the holding company behind HALO, a phased infrastructure program designed to solve one of the central bottlenecks in space: the absence of routine industrial infrastructure. HALO is not a standalone station proposal. It is a system architecture built in the correct order: first lunar site truthing, then lunar power through AURORA, lunar industrial output through MOONFORGE, lunar-to-cislunar freight through RAILSTAR, orbital receipt and construction-yard capability through SHEPHARD and AXLEPORT, and finally HALO-1, a large rotating 1g-class orbital industrial base intended to support manufacturing, logistics, maintenance, long-duration work, and future expansion.

2. What West Galactic Is

West Galactic LLC should be positioned as the holding company, strategic platform, and program-level organizer behind a family of aerospace infrastructure ventures. The attached whitepaper currently refers to

the umbrella as West Industries. For website purposes, this should be updated so West Galactic is the outward-facing holding company for the space infrastructure portfolio.

Item	Website-ready treatment
Legal entity	West Galactic LLC
Formation state	Wyoming, United States
Formation date	April 30, 2026, based on the uploaded formation documents
Filing number	2026-001965390, based on the uploaded formation documents
Member noted in resolutions	Jacques West, based on the uploaded initial resolutions
Primary role	Holding company for HALO and related space infrastructure operating layers
Public posture	Commercially led, internationally cooperative, infrastructure-focused
Website posture	Institutional, technical, serious, high-trust, partnership-driven

West Galactic should not be described as

- A space tourism company.
- A hotel-in-space concept.
- A science-fiction venture.
- A lunar land-claim project.
- A single space station startup.
- A consumer technology brand.

West Galactic should be described as

- A holding company for civilization-grade space infrastructure.
- A program architecture for off-Earth industrial capability.
- A commercially led infrastructure platform for lunar and cislunar development.
- The organizer of distinct operating layers that can mature, partner, and finance separately.
- The parent structure behind HALO, AURORA, MOONFORGE, RAILSTAR, SHEPHARD, and AXLEPORT.

3. The Core Problem: Space Is Missing Its Infrastructure Layer

The strongest website narrative begins with a simple truth: space is not lacking ambition. It is lacking infrastructure. The attached Master Plan uses the example of a wrench to make the problem clear. On Earth, a wrench is ordinary. In space, that same wrench becomes a payload, a schedule issue, a launch issue, a logistics problem, and a mission-planning event.

This is the central bottleneck West Galactic is designed to address. Modern launch improvements matter, but they do not, by themselves, create a normal industrial environment. Roads, ports, power systems, depots, storage, factories, maintenance cycles, and routine freight rhythms are what make ordinary things ordinary. Space has not yet built that layer at meaningful industrial scale.

Core website thesis

The next phase of space will not be unlocked by launches alone. It will be unlocked by infrastructure.

Problem framing for the homepage

- Space still treats too many ordinary industrial needs as special missions.
- Every kilogram launched from Earth still carries gravity, atmosphere, integration, timing, and payload constraints.
- Large orbital infrastructure cannot be built rationally if Earth remains the permanent source of bulk structural mass.
- A serious off-Earth industrial economy needs power, materials, freight, ports, yards, and gravity-capable working environments.
- West Galactic exists to organize these missing layers into a sequenced, executable program.

4. The HALO Answer: A Sequenced Industrial Architecture

HALO should be explained as an infrastructure chain, not as a single object. The chain matters because each layer proves and enables the next. The program becomes credible when no later layer is asked to prove what an earlier layer should have already proven.

Layer	Infrastructure step	Why it matters
1	Program foundation and site truthing	Define the architecture, validate assumptions, identify partners, and reduce strategic uncertainty before major infrastructure commitments.
2	Lunar power	Deploy persistent energy infrastructure so the Moon can support industrial rhythm rather than symbolic presence.
3	Lunar industrialization	Turn regolith and surface access into useful outputs such as oxygen, shielding products, structural feedstock, and fabricated components.
4	Lunar freight to cislunar space	Create a repeatable export corridor from the Moon to orbit using standardized cargo and launch cadence.
5	Orbital receipt and construction-yard	Receive, stabilize, sort, stage, tow, and

	capability	assemble material in orbit with order rather than improvisation.
6	HALO-1 assembly and activation	Build and commission the first large gravity-capable orbital industrial base.

This sequence is the real invention. The website should make visitors understand that HALO is not merely a vision of a future station. It is a dependency map for building the industrial backbone required to make that station rational.

5. The Operating Ecosystem

The West Galactic website should present the operating ecosystem as a portfolio of specialized infrastructure companies or program layers. This makes the vision easier to understand and more credible to partners. Each layer has its own technical profile, partner base, capital need, and future commercial pathway.

Layer	Role	Primary functions	Strategic importance
AURORA	Lunar energy	Generation, storage, transmission, continuity, and utility-scale lunar energy infrastructure.	The first enabling layer. Without persistent power, there is no mining, refining, fabrication, launcher, or industrial uptime.
MOONFORGE	Lunar mining, refining, and fabrication	Excavation, beneficiation, oxygen extraction, shielding products, early metallurgy, fabrication, and standardized lunar industrial outputs.	Turns lunar material from raw resource potential into usable industrial output.
RAILSTAR	Lunar freight and export	Electromagnetic launch infrastructure, export cadence, canister standards, cargo handling, and lunar-to-cislunar freight flow.	Turns lunar production into an exportable supply corridor for orbital construction.
SHEPHARD	Orbital interception and handling vehicles	Cargo receipt, stabilization, towing, sorting, yard operations, and material movement.	Prevents the orbital build process from becoming improvised and fragile.
AXLEPORT	Non-rotating orbital hub and construction-yard interface	Docking, transfer, staging, handling, and the clean interface between visiting spacecraft and rotating infrastructure.	Functions as the orbital port, logistics hub, and construction-yard anchor.
HALO	Gravity-capable orbital industrial base	Rotating 1g-class environment for	The first major threshold asset created by the earlier

		manufacturing, logistics, maintenance, long-duration work, storage, docking, and later ring expansion.	infrastructure chain.
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Important naming note

The uploaded whitepaper spells the orbital vehicle layer as SHEPHARD. If the intended spelling is SHEPHERD, standardize it before publishing the website. The website must use one spelling everywhere.

6. HALO-1: The First Major Threshold Asset

HALO-1 should be positioned as the first visible major outcome of the West Galactic infrastructure chain, not the first move. The website should repeatedly make this distinction because it separates West Galactic from unrealistic station-first concepts.

Topic	Website-ready explanation
Core identity	A gravity-capable orbital industrial base.
Primary purpose	To make long-term industry in space behave more like industry and less like permanent expeditionary survival.
Design basis from draft	Approximately 750 meter radius class for the 1g reference deck, or roughly 1.5 kilometers across for a lay reader.
Mass logic from draft	On the order of 52,000 tonnes full system mass target, framed for lay readers as a tens-of-thousands-of-tonnes infrastructure problem.
Strategic difference	HALO is not a hotel, spectacle, or vanity habitat. It is an orbital warehouse, factory, worksite, port, and long-duration industrial environment.
Expansion logic	HALO-1 is the first member of a repeatable modular ring family, not the final end state.

Why 1g matters

The website should avoid presenting 1g as a luxury feature. The better framing is functional: human industry, warehouses, tool use, storage, plumbing, food systems, maintenance, ergonomics, and long-duration human work all become more familiar and more practical in a gravity-capable environment. Microgravity remains valuable for specific tasks, but it should not be treated as the permanent default environment for every form of future space industry.

7. Deployment Roadmap

The website should present the roadmap as gate-based, not date-theater. A program of this scale becomes more credible when it advances by validation, proof, and readiness rather than public-facing overpromises.

Phase	Name	What happens	What it proves
Phase 0	Program Foundation	Final engineering definition, simulation, modelling, partner development, corporate/legal structuring, scouting payload design, procurement planning, systems work, and mission architecture consolidation.	Readiness.
Phase 1	Scouting and Site Confirmation	Rover-as-a-service or partner surface operations, site instrumentation, illumination truthing, corridor validation, regolith and dust measurements, and final lunar architecture confirmation.	Site truth.
Phase 2	AURORA Activation	Initial lunar energy deployment, generation, storage, transmission, and first sustained powered footprint.	Persistent power.
Phase 3	MOONFORGE Industrialization	Excavation, beneficiation, early refining, shielding products, oxygen, and standardized industrial outputs.	Useful lunar output.
Phase 4	RAILSTAR and Orbital Logistics Activation	Launcher segment development, canister standards, SHEPHARD-class operations, and orbital handling-yard initialization.	Lunar-to-orbit supply node.
Phase 5	HALO-1 Assembly and Activation	Orbital build platform maturation, ring construction, systems integration, shielding, life support, interiors, spin-up, and commissioning.	The first complete orbital industrial base.

8. Capital and Revenue Logic

The West Galactic website should not present HALO as one enormous capital ask. That weakens credibility. The stronger model is staged capital that follows staged necessity.

Capital principle

The order of money should follow the order of dependency: foundation, site truth, power, industrialization, export, orbital yard, and only then HALO-1 assembly.

Phase-specific capital logic

- Early phases are suited to founder capital, strategic angels, advanced-concept partners, grants, agency engagement, and partners who value first positioning.
- Middle phases are suited to energy manufacturers, industrial process partners, mining and fabrication partners, sovereign innovation programs, infrastructure funds, and strategic technology partners.
- Later phases are suited to large industrial partners, heavy logistics partners, state-aligned or multinational capital, orbital systems partners, research/manufacturing tenants, and long-horizon strategic investors.

Revenue logic by layer

Layer	Initial internal role	Longer-term external value
AURORA	Internal power for the program.	Lunar power provision, hosted power, transmission backbone, and strategic energy platform for third parties.
MOONFORGE	Internal industrial supply.	Oxygen, shielding products, structural feedstock, fabricated components, and lunar industrial services.
RAILSTAR	Internal export corridor.	Lunar freight infrastructure, export service, cislunar logistics, and strategic transport layer.
HALO	The orbital industrial base the program itself needs.	Manufacturing tenants, research operations, orbital servicing, payload support, docking/logistics services, long-stay partnership accommodation, and later ring expansion.

The key line for the website is this: the system is built because the program needs it; the system becomes durable because, once built, others need it too.

9. Governance, Legal Posture, and Credibility

The website should present West Galactic as commercially led and internationally cooperative. It should not frame lunar or cislunar development as a sovereign claim, a territorial claim, or a unilateral land-grab. The governance posture should be practical, legally aware, and partnership-compatible.

Governance question	Website-ready response
Who launches?	The program must identify clear launch and registration pathways by phase.
Who licenses?	The relevant licensing structure must be defined for each activity and jurisdiction.
Who registers?	Space objects, launches, and operational entities should be treated with proper registration logic.
Who operates?	Each program layer should have a clearly assigned operating responsibility.
Who governs?	The governance model must be transparent enough to support trust, deconfliction, and scale.
How cooperation works?	The website should emphasize cooperative structures and compatible partnerships rather than unilateral control.

Risk doctrine

The website should be confident but not overconfident. Credibility comes from showing that the program understands risk and has structured fallback paths. The correct posture is that no single technical, schedule, regulatory, capital, partner, or operational issue should be allowed to destroy the entire system.

- Use robotic-first lunar operations where possible.
- Design systems to be modular, serviceable, and repairable.
- Use gate-based advancement rather than fragile public deadlines.
- Avoid dependence on one irreplaceable partner where multiple pathways can exist.
- Treat unresolved technical questions as validation work, not as hidden weaknesses.
- Use SHEPHARD and AXLEPORT as yard-first layers before attempting HALO-1 completion.

10. Website Architecture and Page-by-Page Content Plan

The website should be built as a premium institutional website with a clear content hierarchy. The visitor should be able to understand the entire program in 90 seconds, then go deeper through dedicated pages.

Page	Content function	Question it answers
Home	High-level narrative, hero statement, problem, solution, ecosystem, roadmap,	What is West Galactic and why does it matter?

	and partner CTA.	
About West Galactic	Holding company purpose, leadership posture, legal foundation, operating principles, and strategic reason for the company.	Who is behind this and what is its role?
HALO Program	Master explanation of HALO as an infrastructure chain, not a single station.	What is the flagship program?
Operating Ecosystem	AURORA, MOONFORGE, RAILSTAR, SHEPHARD, AXLEPORT, HALO.	How do the pieces fit together?
Roadmap	Phase 0 to Phase 5 gate-based sequence.	How does this become real?
Governance and Partnerships	Commercially led, internationally cooperative posture, risk logic, and partner categories.	Why can serious institutions engage with this?
Insights / Library	Master Plan, Program Whitepaper, Technical Annexures, Visual Companion, news, briefs, and future updates.	Where can serious readers go deeper?
Partner With Us	Partner categories, qualification prompts, strategic conversation CTA, data-room access pathway.	How do relevant people engage?

Homepage section order

6. Hero - one powerful statement, one restrained paragraph, one primary CTA.
7. The problem - space lacks the infrastructure that makes ordinary industrial activity routine.
8. The answer - a phased infrastructure chain from lunar power to HALO-1.
9. The ecosystem - AURORA, MOONFORGE, RAILSTAR, SHEPHARD, AXLEPORT, HALO.
10. Why the Moon - the Moon is not the destination; it is the industrial mass source that makes HALO rational.
11. Why 1g - gravity-capable orbit as a functional requirement for long-term industry.
12. Roadmap - gate-based proof sequence from foundation to commissioning.
13. Governance - commercial, cooperative, treaty-aware, and risk-conscious.
14. Partner CTA - invite strategic conversations, co-development, engineering support, capital, and institutional access.

11. Ready-to-Use Website Copy

The following copy can be used directly on the website or adapted into final design sections.

Hero option 1

Building the infrastructure layer for humanity beyond Earth.

West Galactic LLC - Website Strategy & Core Messaging Document

West Galactic LLC is the holding company behind HALO, a phased space infrastructure program designed to make long-term industry beyond Earth practical. The program begins with lunar power, expands into lunar industrial production and freight, and culminates in HALO-1: a gravity-capable orbital industrial base for manufacturing, logistics, maintenance, and long-duration work.

Hero option 2

Space does not need another destination. It needs infrastructure.

West Galactic is organizing the industrial chain required to move space from heroic one-off missions toward repeatable infrastructure: power, materials, freight, ports, yards, and gravity-capable orbital environments.

Hero option 3

From lunar power to orbital industry.

The HALO program is a sequenced infrastructure architecture for building the first serious gravity-capable orbital industrial base. It starts where the economics become rational: the Moon.

Problem section copy

Space still treats ordinary industrial needs as extraordinary events. A missing part becomes a payload. A replacement tool becomes a launch problem. A maintenance need becomes a mission-planning problem. That is not because space lacks ambition. It is because space lacks the roads, ports, supply depots, warehouses, factories, and freight rhythm that make industrial civilization work on Earth.

Solution section copy

HALO is West Galactic's answer to that missing layer. It is not one station trying to solve everything at once. It is a phased infrastructure chain: lunar site truthing, lunar power, lunar industrial output, lunar-to-orbit freight, orbital receipt and construction-yard capability, and then HALO-1 as the first major gravity-capable industrial base in orbit.

Why the Moon copy

Earth is the right place for people, precision systems, advanced electronics, and bootstrap equipment. It is the wrong permanent source for the bulk structural burden of a kilometer-class orbital industrial base. The Moon changes the equation. It has lower gravity, no atmosphere, and the classes of feedstock needed for early orbital infrastructure. Once powered and industrialized, the Moon becomes a quarry, refinery site, fabrication site, and logistics origin point for cislunar construction.

Why 1g copy

HALO is not designed around gravity as a luxury. It is designed around gravity as a practical industrial condition. Most human industry assumes gravity: warehouses, tools, plumbing, storage, maintenance, ergonomics, long-duration work, and daily life. A gravity-capable orbital environment creates a more believable path for manufacturing and operations to become normal beyond Earth.

Partnership CTA copy

West Galactic is seeking strategic conversations with institutions, agencies, industrial partners, energy partners, aerospace partners, simulation teams, manufacturing alliances, mission operators, and long-

horizon capital partners who understand that the next phase of space will be built through infrastructure, not spectacle.

12. Visual Direction for a High-End Website

The design language should feel like Apple keynote clarity, SpaceX industrial seriousness, and NASA-grade technical restraint. The website should be premium, cinematic, minimal, and deeply credible.

Design layer	Direction
Look and feel	Dark premium interface, deep blacks, space-grade blues, soft lunar whites, restrained metallic accents, and generous spacing.
Typography	Modern sans-serif system with strong hierarchy. Montserrat can be used for brand consistency, with Helvetica or Inter as technical backups.
Motion	Slow orbital movement, subtle parallax, quiet reveal animations, calm data overlays, and no gimmicky sci-fi effects.
Imagery	Realistic 3D renders, orbital diagrams, lunar industrial scenes, ring cross-sections, AXLEPORT docking visuals, and phased architecture maps.
UI style	Large hero sections, high-contrast cards, precise iconography, simple diagrams, clean CTAs, and interactive roadmap sections.
Credibility cues	Source library, technical annexure links, governance statements, risk posture, partner categories, and validation roadmap.

Required visual assets

- A cinematic hero render or video of HALO-1 in cislunar space.
- A simplified infrastructure-chain diagram showing Earth, Moon, lunar power, lunar industry, RAILSTAR freight, AXLEPORT, and HALO.
- A lunar south-pole industrial scene showing AURORA power assets and MOONFORGE operations.
- A RAILSTAR sequence visual showing repeated cargo cadence, not a one-off launch spectacle.
- An AXLEPORT visual showing the non-rotating hub, docking petals, cargo staging, and clean interface to the rotating ring.
- A HALO cross-section showing gravity orientation, decks, hidden utilities, industrial corridors, and human-scale environment.
- A roadmap animation from Phase 0 to Phase 5.
- A partner ecosystem map for aerospace, energy, mining, manufacturing, government, and capital partners.

13. Partner and Investor Messaging

The website should make the ask clear without sounding like a retail investment pitch. The correct ask is strategic partnership, institutional access, engineering support, simulation support, launch and mission partnerships, rover-as-a-service relationships, sensor-suite contributions, manufacturing alliances, energy alliances, and qualified capital conversations.

Audience	Message angle
Government and public-sector stakeholders	West Galactic is a commercially led infrastructure program designed to support cooperative, treaty-aware lunar and cislunar development.
Aerospace partners	The program creates multiple entry points: launch, robotic surface access, cargo standards, orbital operations, docking, construction-yard systems, and HALO integration.
Energy partners	AURORA is the first enabling layer and can become a strategic lunar power backbone over time.
Mining and industrial partners	MOONFORGE turns lunar access into useful industrial output: oxygen, shielding, feedstock, and fabricated components.
Logistics and orbital systems partners	RAILSTAR, SHEPHARD, and AXLEPORT create the transport, receipt, staging, and yard logic needed before HALO-1 becomes rational.
Capital partners	The program is staged so capital can follow proof, not fantasy. Each layer creates value for the next layer and eventual external users.
Technical contributors	The immediate need is definition, simulation, validation matrices, systems engineering, and Phase 0 work packages.

14. What the Website Must Avoid

- Avoid presenting HALO as a luxury hotel, resort, or tourism destination.
- Avoid overpromising dates before validation gates are complete.
- Avoid showing HALO-1 as if it appears first. The chain comes first; HALO-1 is the first major result.
- Avoid language that implies sovereign territorial claims on the Moon.
- Avoid technical claims that sound finalized if they are still part of the validation agenda.
- Avoid cartoonish sci-fi visuals, neon overload, starship clichés, or fantasy interiors.
- Avoid using only emotional visionary language without systems logic and risk posture.
- Avoid false precision in cost, schedule, throughput, or mass unless the number has been validated and approved for public release.
- Avoid burying the partnership ask. The website should clearly invite serious stakeholders into the right rooms.

15. Appendix: Key Facts and Source Notes

Fact	Website treatment
HALO identity	The first serious attempt to build the missing infrastructure layer of space.
HALO-1 function	Orbital warehouse, factory, worksite, spaceport environment, and long-duration industrial base.
Gravity logic	1g-class orbital environment produced through rotation; approximately 750 meter radius class in the current design basis.
Size framing	Approximately 1.5 kilometers across for a lay reader.
Mass framing	Approximately 52,000 tonnes full system mass target in the current working logistics logic; best framed publicly as tens of thousands of tonnes unless validated further.
Moon logic	The Moon makes HALO rational by becoming a source of off-Earth industrial mass rather than merely a destination.
AURORA	Lunar power layer.
MOONFORGE	Lunar mining, refining, and fabrication layer.
RAILSTAR	Lunar electromagnetic mass-driver logistics and export layer.
SHEPHARD / SHEPHERD	Orbital cargo receipt, stabilization, sorting, towing, and yard-operations vehicle family.
AXLEPORT	Non-rotating orbital hub, dock, transfer center, and construction-yard interface.
Capital model	Staged capital following dependency order.
Governance posture	Commercially led, internationally cooperative, and legally aware.
Website CTA	Strategic conversations, co-development relationships, engineering support, institutional access, and capital-fit discussions.

Internal source basis

- Document A - HALO Master Plan: used for the core narrative, infrastructure problem, HALO-1 purpose, Moon logic, 1g rationale, and partnership ask.

- Document B - HALO Program Whitepaper: used for the program architecture, operating entities, deployment roadmap, capital logic, revenue logic, governance posture, risk doctrine, and execution priorities.
- West Galactic LLC incorporation documents: used only for the legal entity facts included in this document.

Final website positioning line

West Galactic is building the infrastructure chain that makes off-Earth industry possible: power, materials, freight, ports, yards, gravity-capable workplaces, and the first serious orbital industrial base.