

PRESS RELEASE

STRIVE Announces Soft Launch at Web Summit Qatar 2025, Reveals Groundbreaking Arctic Mission Collaboration

Doha, Qatar – February 25, 2025 – STRIVE, a visionary company founded by astronaut and entrepreneur **Sara Sabry**, will officially announce its **soft launch** at **Web Summit Qatar 2025**. STRIVE aims to bridge the gap between **space exploration** and **Earth sustainability**, proving that advancing humanity's journey to becoming multi-planetary should go hand-in-hand with preserving Earth.

STRIVE's mission is to lead the way in advancing sustainable technologies, testing them in the harshest environments on Earth, while preparing humanity for life beyond the planet. Through pioneering missions, STRIVE focuses on environmental challenges and works to deliver innovative solutions, using both **space technology** and **sustainable research** to ensure the survival of our planet.

Sara Sabry, founder and **CEO of STRIVE**, is not only the **first Egyptian Astronaut and first Arab and African woman in space**, but also a **mechanical and biomedical engineer** and a **PhD student in Aerospace Sciences**. Sara has recently been honored as a member of the esteemed [Explorers Club 50](#), recognized as one of the **50 people changing the world**. The Explorers Club, an international organization that has supported scientific expeditions for over a century, has been instrumental in the development of some of the most iconic exploration milestones in history, from the North and South Poles to the Moon.

"I'm deeply honored to be part of the **Explorers Club 50** and to lead STRIVE at a time when exploration and sustainability must go hand in hand," said **Sara Sabry**. "With STRIVE, we are shaping a future where humanity can thrive on multiple planets, while ensuring that Earth remains our home."

As part of STRIVE's mission to unite exploration and sustainability, **Dr. Benjamin Pothier**, **Creative Director** of STRIVE, an **Explorers Club fellow**, **space artist**, and a **seasoned Arctic researcher** with **seven previous missions** under his belt, will also be key in guiding the company's creative direction and partnerships.

STRIVE's **first mission** will take place in **August 2025**, where a team of international experts will conduct a **Mars mission simulation** at the **Flashline Mars Arctic Research Station (FMARS)** on **Devon Island**, Canada. This Arctic mission is designed to replicate Martian conditions and will serve as a critical testing ground for **space technologies** and **sustainability solutions**.

The mission will be conducted in **collaboration with Deep Space Initiative (DSI)** along with several other universities and institutions around the world. The **Mars analog site** at FMARS is located **165 km** from **Resolute**, offering a unique environment that closely mimics Mars. The mission will gather crucial data on human performance, technology, and environmental solutions that will be applied to both **future space missions** and **Earth's climate challenges**.

STRIVE is also excited to announce that **solicitations for its technology testing services will open in April 2025**. Startups, commercial companies, universities, and space agencies will be invited to apply and propose their technologies for testing in extreme environments, such as the Arctic and Mars analog sites.

This is an incredible opportunity for organizations to gain valuable data and insights to accelerate their technological advancements and contribute to solutions for both **space exploration** and **Earth sustainability**.

The mission will be part of an extensive **media campaign**, supported by **art exhibitions** and **documentaries**, designed to raise awareness about the **environmental issues** faced both on Earth and in space. The company will also highlight **sustainability efforts** with plans to integrate **solar power** at the FMARS habitat.

About STRIVE

STRIVE was founded by **Sara Sabry**, the first Egyptian astronaut and an advocate for space exploration and sustainability. The company's mission is to design and execute global missions that test space technologies, develop sustainable solutions, and empower the next generation of astronauts and scientists. STRIVE's work is aimed at ensuring humanity's survival on Earth while preparing for life beyond our planet.

Web Summit Qatar 2025 serves as the perfect launchpad for STRIVE as it looks to **expand partnerships** and collaborate with **global innovators** and **sponsors**.

About the Explorers Club

The **Explorers Club** is an international organization dedicated to the advancement of scientific field exploration and inquiry. Founded over 100 years ago, the Club has been instrumental in supporting major expeditions, from the first to the North and South Poles to the first manned missions to the Moon. STRIVE's **Sara Sabry** and **Benjamin Pothier** are both Fellow members of the Explorers Club and will leverage the Club's global network in advancing the company's mission.

For more information about STRIVE and to follow updates about the Arctic mission, visit <https://www.strive-impact.com/> or follow us on <https://www.instagram.com/strive.impact/>.

Contact:

Benjamin Pothier

Creative Director

STRIVE

Email: contact@strive-impact.com

Website: www.strive-impact.com