

THE GALACTIC GUIDE

TO SPACE ENTREPRENEURSHIP

astropreneurs.space

MEET THE ASTROPRENEURS



PROBLEM

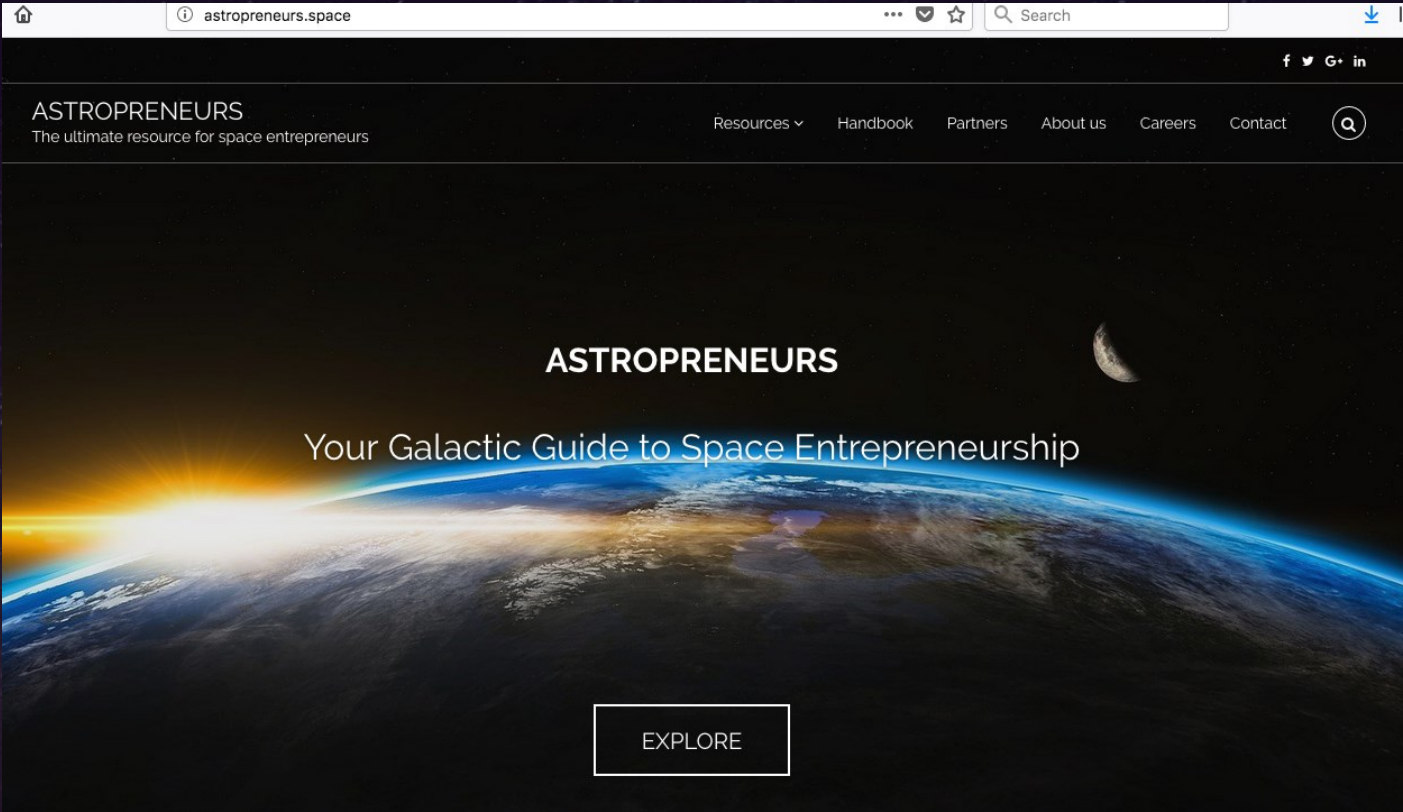
There are not enough tools tailored to help entrepreneurs build successful startups in the space industry

SOLUTION

THE GALACTIC GUIDE TO SPACE ENTREPRENEURSHIP



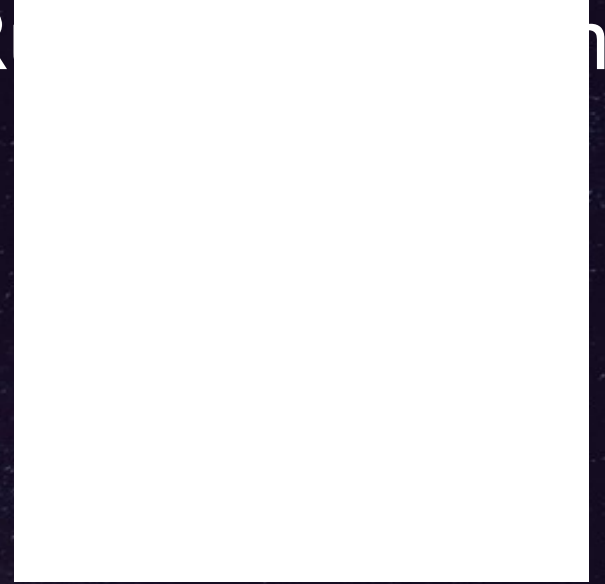
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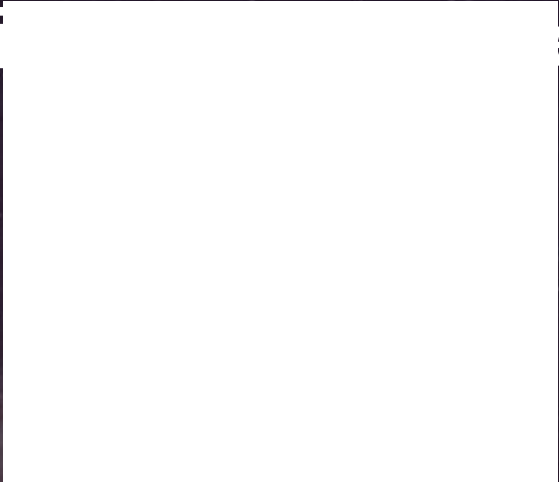
Panorama of Opportunities



Research and



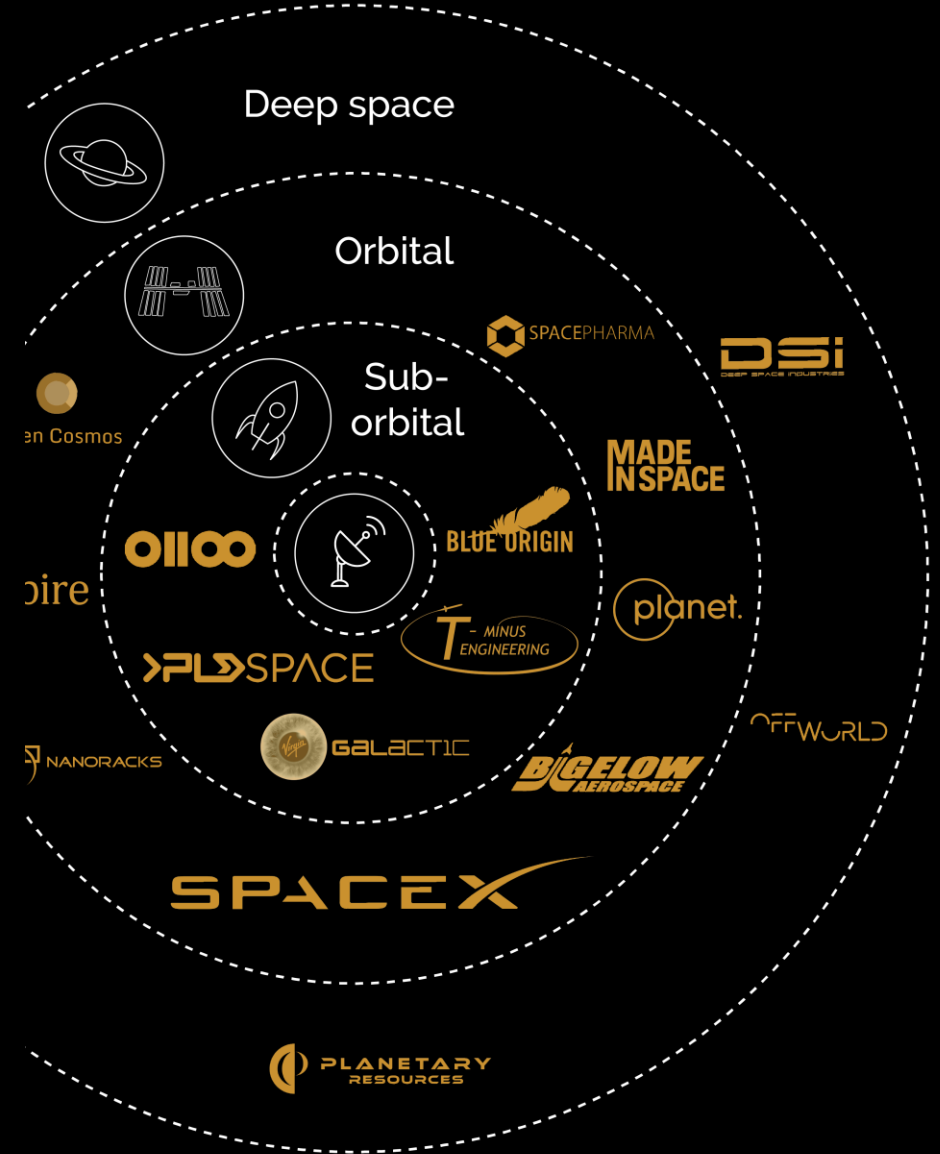
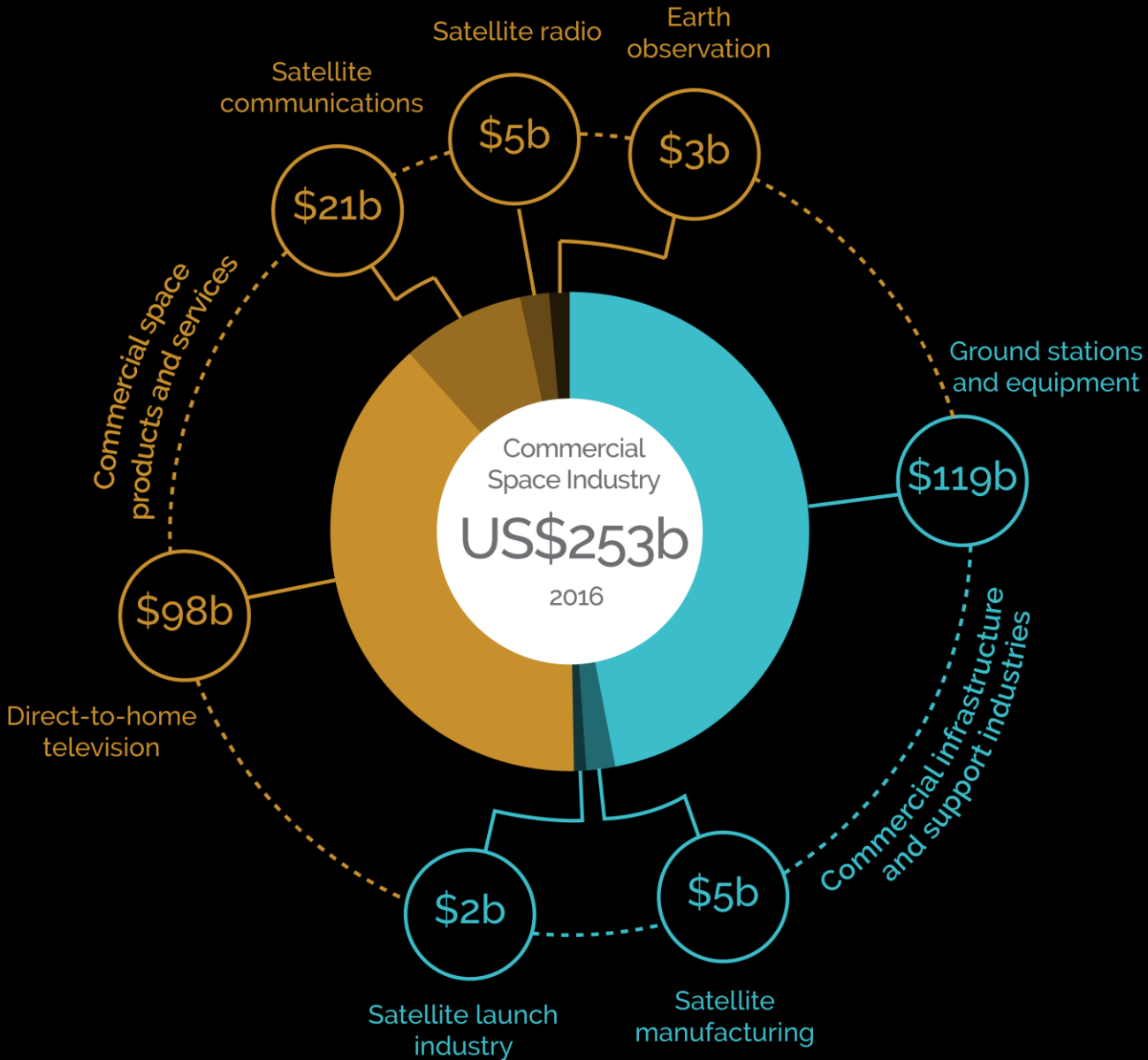
Mississippi



West Virginia



Panorama of Opportunities



Panorama of Opportunities

The Landscape for Space Startups in China



Why is the Isle of Man a Paradise for Space Startups?



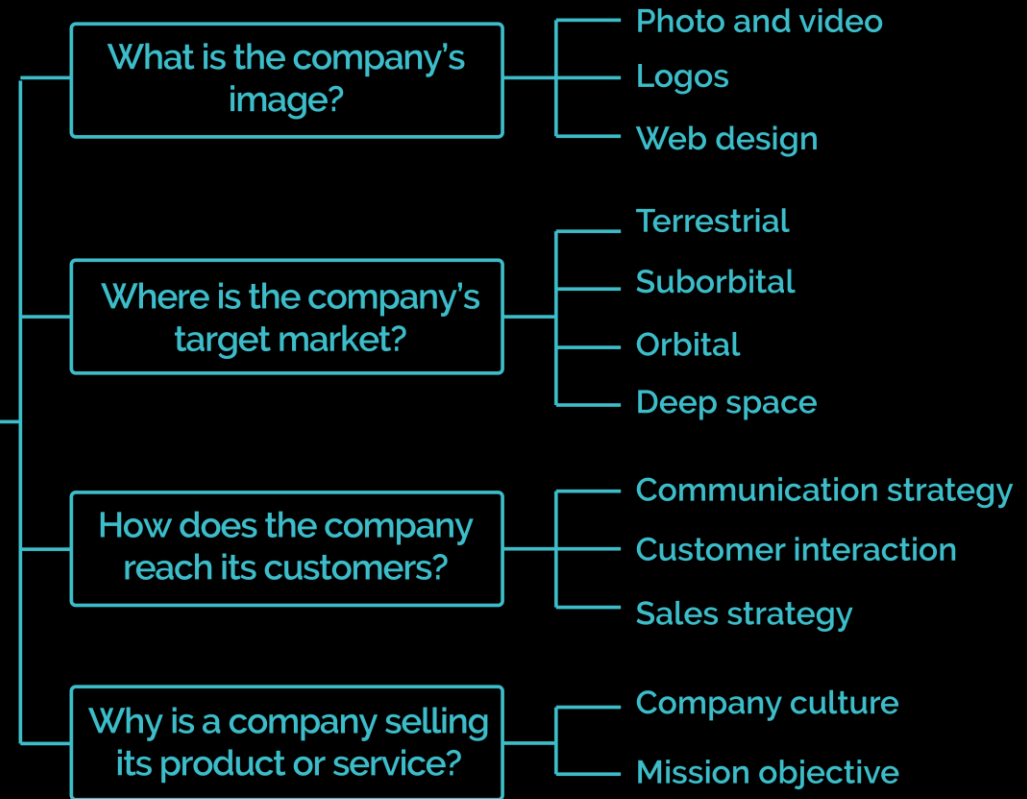
NASA's Technology Transfer Program: From Imagination to Orbit



Anywhere on Earth in Under an Hour: Entrepreneurship and the Future of Aerospace Vehicles



Mind Your Business



Mind Your Business

Business Networking: The Propulsion For Space Entrepreneurs



5 Lessons from the Elon Musk School of Marketing/Social Media

1. Be more human, less corporate robot

Elon Musk continues to captivate and engage almost 30 million followers between his various social media platforms, a major contributor to his success on social media. Despite the rumours that he is actually a robot, his posts are humorous and witty.

For example, by selling some unusual and limited edition merchandise, he managed to generate significant revenue in the process. He first started off with selling 'boring' Boring hats, which swiftly escalated in popularity.

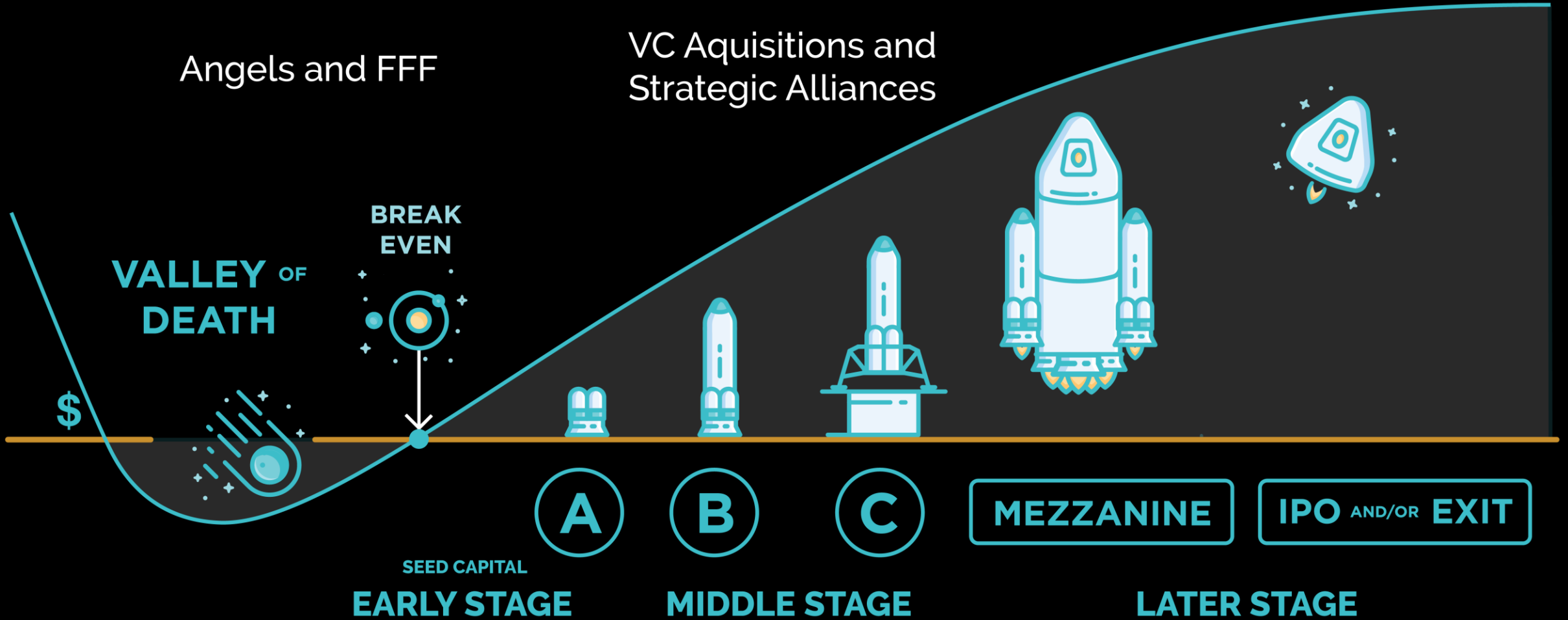
Elon Musk @elonmusk · 11 Dec 17
After 50k hats, we will start selling The Boring Company flamethrower
4:11 a.m. · 11 Dec 17
10.3K Retweets 75.1K Likes

Elon Musk @elonmusk · 11 Dec 17
Obviously super terrible. Buy one.
5:26 a.m. · 11 Dec 17
20.9K Retweets

Elon Musk @elonmusk · 11 Dec 17
I know it's a little off-brand, but kids love it



Money Matters



Money Matters

Money Matters! Welcome to the World of Space Finance

MoneyMatters Part 2 – SpaceBoot... Strapping and Seeding Your Empire

MoneyMatters Part 3 – The ABC of Middle and Late Stage Funding

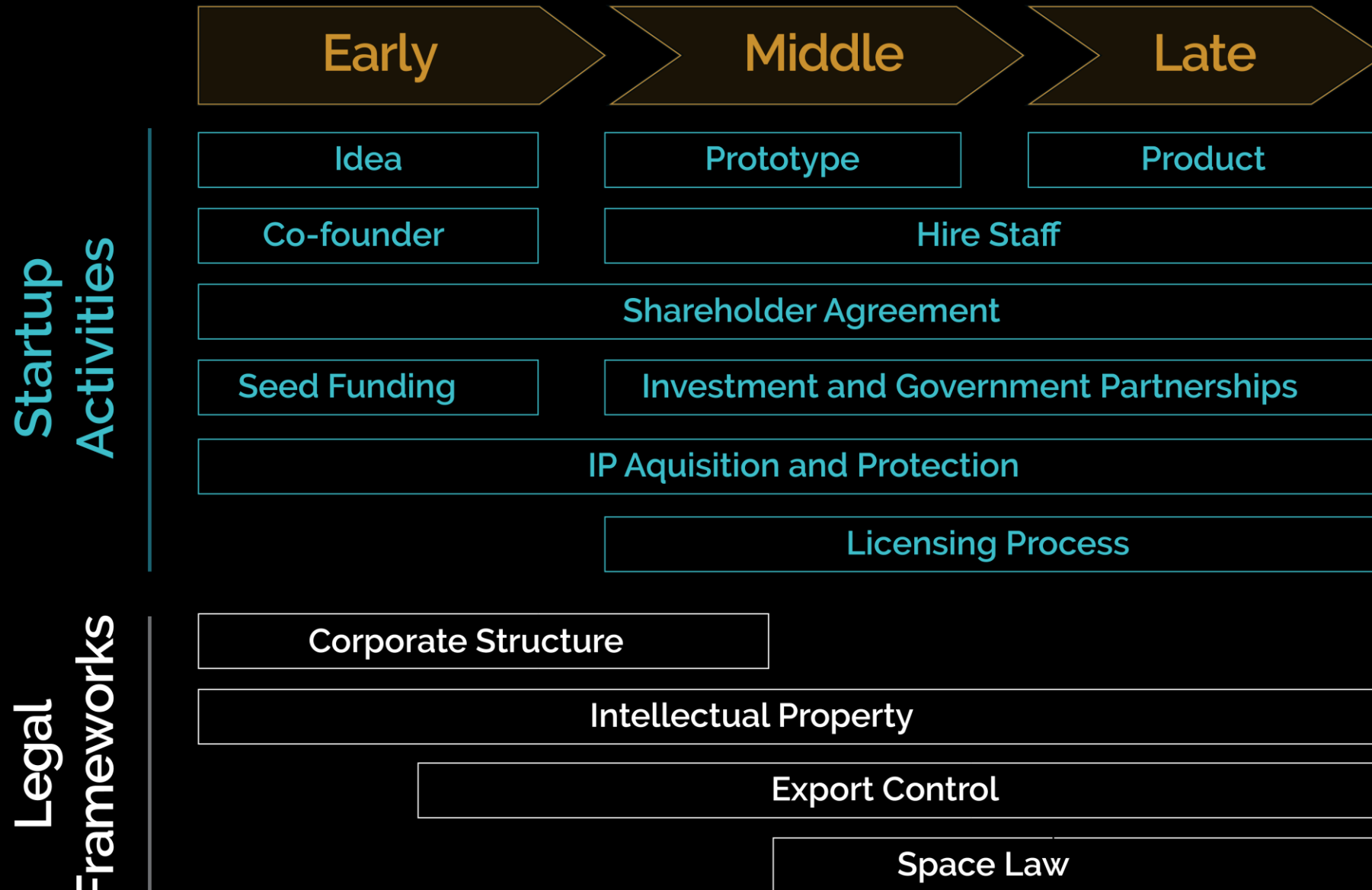
Mayak, The First Crowd-funded Satellite in Russia



MAYAK

No more space debris

Rules of the Game



Rules of the Game

astropreneurs.space/2017/09/21/space-law-regulations-first-steps/

	Suborbital	Orbital	Deep Space	Terrestrial
Which legal framework applies?	Air and space law	Space law	Space law	Not subject to space law
Which activities are affected?	Suborbital tourism, stratospheric balloons, pseudo-satellites, scientific experiments	Launchers, satellites, on-orbit manufacturing	Space mining companies, on-orbit manufacturing,	Processing of satellite data, value added services, GPS applications, integrated services to
Particularities of the legal regimes	In the US suborbital activities are under space law, while in Europe this distinction is not clear		Requires actors to: License for launch, operation, re-entry; Register space objects Launch agreements between contractors Waivers are usually used between the parties to clarify liability issues; Continuous supervision by states	
	Air Law <ul style="list-style-type: none"> Airspace States retain sovereignty over the airspace above their territory Aircraft operator is liable Safety, navigation security are internationally regulated 	Space Law <ul style="list-style-type: none"> Outer space No country has sovereignty over outer space Launching state is liable No universal standards 		

What is a Space Insurance?

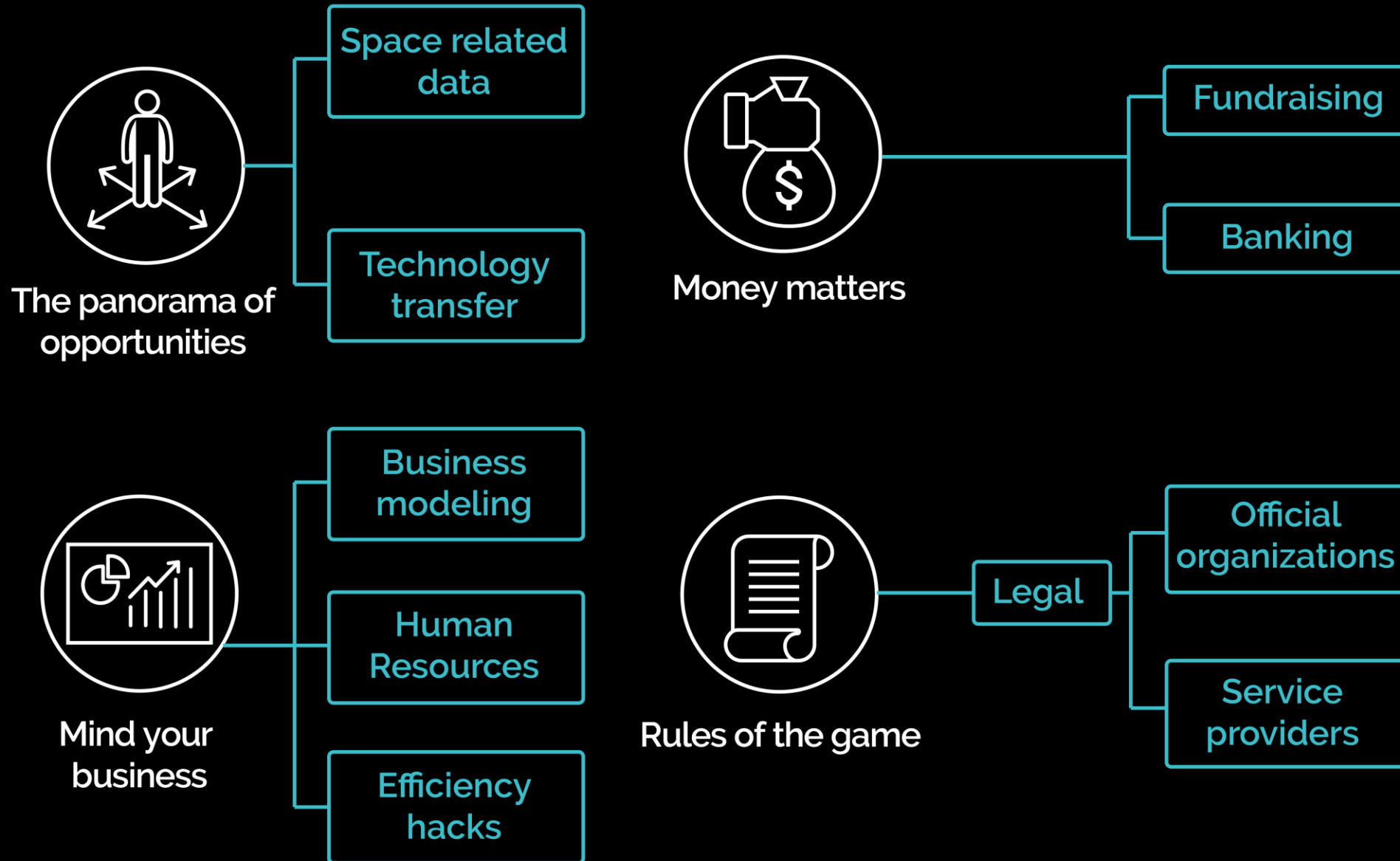
As Monpert explains in Contracting for Space, "Space insurance" defines a specific insurance class tailored at protecting against financial losses that could arise from the end-of-lifetime of a satellite. Space insurance excludes covering risks associated with the preparation on the launch pad or the transportation to the launch site.



Why is a Space Insurance needed?

The list of disastrous launch failures is long. In May 2015, the Russian Proton rocket burned up over Siberia disintegrating the \$300 million Mexican communication satellite. In 2016, one of the SpaceX's rockets exploded after launch from Cape Canaveral with its \$110 million in NASA's supplies supposed to be delivered to the International Space Station.

We Got the Tools



We Got the Tools

astropreneurs.space/resources/treasure-map/

a list of resources and tools that can be helpful in the first stages of entrepreneurship. These resources and tools are apps, web pages, conferences, or organizations that can provide information and support, or perform different tasks to achieve maximum efficiency with minimum difficulty. We call this list our [Treasure Map](#), because it navigates astropreneurs to the necessary resources.

Treasure Map : Database

The panorama of opportunities			
1	NASA	https://spinoff.nasa.gov/	Provides lists of spin-off from NASA, which have commercial application.
2	ISRO	http://www.isro.gov.in/isro-technology-transfer	Provides list for of technology transfer items. Companies can apply for transfer of know-how of products/technologies developed by the Indian Space Centers. The spin-out products can be used or absorbed by the growing private space companies
3	ESA	http://www.esa.int/Our_Activities/Space_Engineering_Technology/TTP2/Technology_Transfer_Network	Provides lists of spin-off from ESA, which have commercial application.
4	JAXA	http://aerospacebiz.jaxa.jp/en/success-story/	Provides lists of spin-off from JAXA, which have commercial application.
5	Space Job Fair	https://www.spacejobfair.com/	It is a unique opportunity to build connections with decision-makers in the space industry. Provides career tools and job networking opportunities. Provides unique place to present a startup and potential collaborators and knowledge exchange.
6	satelliteshow	http://2017.satshow.com/startup-space/	Platform to meet the people from Space sector and also provides a unique opportunity to participate in pitch competition where entrepreneurs can pitch their business and technology ideas to a panel of accomplished space professionals, investors, thought leaders and fellow entrepreneurs.
7	Bengaluru Space Expo	http://www.bsxindia.com/index.asp	Global annual conference for space sector, hosted by ISRO. Provides opportunity to meet the people from Space sector.
8	Conference on European Space Policy	http://www.spaceconference.eu/	European Space Strategy and Policy Annual Event
9	NRSC/ISRO	https://nrsc.gov.in/UIM_2017_Report	Annual User Interaction Meet in remote sensing and GIS in India. Users get information about remote sensing data available for commercial use.
	DRDO/Govt	http://www.aerospacemission.com/	Annual Aero India Show, where companies from defence and aerospace sectors showcase their products and services.

Inspiration

Piggybacking to the Moon with the Help of Unexpected Partners: Meet HAKUTO



An Astropreneur's Journey – Forged out of SSP17



CisLunar Industries™

Industrializing CisLunar Space to enable the sustainable expansion of humanity beyond planet Earth

>FLDSPACE™

NEXT STEPS

1. Create a community of individuals interested in space entrepreneurship.
2. Implement match-making between service providers, start-ups and prospective employees

The effectiveness of this tool increases as more people, businesses, and institutions use it to connect and develop ideas.

