

ENTREPRENEURSHIP & INVESTMENT SYMPOSIUM (E6)  
Attracting Private Investment (2)

Author: Ms. Ji-Young Lee  
Korea Aerospace Research Institute (KARI), Korea, Republic of, jl21@kari.re.kr

SPACE BUSINESS; LEADERS IN SPACE SHOULD "WALK THE WALK NOT JUST TALK THE TALK"

**Abstract**

Almost every one in the field of space attempts to offer his or her own unique evaluation on the business potentials and opportunities in the commercialization of outer space. Concerning so many activities related to space, however, often agitates us because there is considerable uncertainty or mal-understanding that space should or even can be commercialized to make profits. We might not be able to precisely define it, but I believe we can know it when we see it.

The main purpose of this paper will be to analyze the potentials and opportunities in the commercialization of outer space to become an expert and so thus to do the business successfully in the field of space. And gradually I would like to expand my conviction to the outskirt countries in the area of space that are expected to have a similar inclination and map out the ground work for operating business in a leading position in this area successfully. Getting to this point and deciding factors for doing business in space require strategies similar to those on earth. In simple light of the concept which was applied in the difference of business from international business, if there's an advantage to do the business as one of the branches of business, "space business", then we should be able to commercialize the space on that advantage and not be overly afraid to take a on some risk.