

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

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SHAREHOLDER VALUE CONSIDERATIONS FOR SPACE INDUSTRY INVESTMENTS

Abstract

Securing sustainable long term funds for developing promising but risky novel technological innovations is often a key challenge for government and private enterprises. The global space market, including private spaceflight companies, space agencies with military partners and policymakers, space related commercial companies, and operators of complex satellite communications systems, all with a vast number of stakeholders, is highly challenging for any investor and shareholder to monitor. This discussion applies behavioral finance and economics theories to people and financial markets. Most of the time, the noise traders as a group will lose money by trading, while the information traders as a group will make money (Black 1986). The paper proposes alternative shareholder value, investor relations and marketing strategies to most effectively communicate with both taxpayers, and private and institutional investors.