

BUSINESS INNOVATION SYMPOSIUM (E6)
New Space Markets + Investment Opportunities (3)

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THE SPACENTURE PLATFORM: A MARKETPLACE FOR INTELLECTUAL PROPERTY AND
SPACE TECHNOLOGY TO CREATE, ENABLE AND SUPPORT SPACE RELATED BUSINESS
IDEAS AND BUSINESS VENTURES

Abstract

Since private ventures directly compete with governmental approaches in the space sector, the sustainability and feasibility of space related business ventures occurred more and more in the mind of investment managers and entrepreneurs. In a prework for the Spacenture project a model for developing business ventures from the business idea to the concrete business model and an approach for space business creation and consultancy was proposed. In this paper we will show how the next scheduled extension, the marketplace, could help both entrepreneurs and investors to meet themselves and search for supporters or investment opportunities. With the Spacenture project, the people from Astrinova intend to help entrepreneurs and companies with their main problem, the financing of business ventures. There are a lot of internet platforms where supply and demands for capital could meet. There are different ways for fund raising e.g. through capital mediators, Business Angel Networks or with the help of professional consulting companies. Most likely usual business ventures already have similar approaches or possible ways to compare the business models against each other. This could lead to a better estimation of the risks and therefore increase the return on investment. In this point the space industry differs because the usual space related projects are often developed as a prototype and therefore it is not always possible to compare neither the risks nor the costs with similar and succeeded projects. Also there is no adequate possibility to quantify the economies of scale or the economies of scope. The Spacenture project could be a solution for the mentioned problems. The biggest achievement and the core of the project is an open innovation task team. Everyone could start a new task regarding their idea and give information to other members of the team. Interest groups, peer groups, individuals or for educational purposes student classes could cross-check the information, rate the task and tell what they think about the venture itself. This task team should act like a hotbed for the venture and together they should discuss rudiments of the use and maybe find some better ways to achieve the best possible result regarding the intended business idea of the task owner. Besides the task team there are three other parts to enable space related ventures: the marketplace, a special area for fund raising campaigns and a possible interface to investors with long time investment strategies.