

BUSINESS INNOVATION SYMPOSIUM (E6)  
Space-related Commercial Applications and Markets (2)

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DEFINING A BUSINESS CASE FOR COMMERCIAL SPACE

**Abstract**

The era of successful commercialization of space is highly anticipated, and spacefaring nations have seen false starts on numerous occasions over the history of space exploration. While specific facets of space business have been successfully commercialized, the combination of high risk and seemingly prohibitive cost of entry have severely limited many attempts at commercialization. This paper seeks to define the objectives of space commercialization, recounts the history and characteristics of some key successful and failed commercialization efforts, poses critical considerations for successful space commercialization, and most particularly, describes methodology and approaches to establishing a business case for commercialization.