

66th International Astronautical Congress 2015

BUSINESS INNOVATION SYMPOSIUM (E6)
Public/Private Human Access to Space - Supporting Studies (2)

Author: Ms. Charlotte Kiang
Cornell University, United States, cjk267@cornell.edu

EVALUATING THE POTENTIAL FOR COMMERCIAL SPACE INDUSTRY GROWTH: AN
ENTREPRENEURIAL ENVIRONMENT ANALYSIS OF JAPAN

Abstract

As the United States commercial space industry matures, potential increases for new entrepreneurial markets to emerge on a global scale. Boasting both an established space program and tremendous success in the international marketplace across most of its technological sectors, such as automobiles, machine tools, and electronics, Japan should theoretically have a space industry that is poised for competitive entry into the global space market. However, as of 2015, Japan's aerospace companies lag far behind those of the United States and Europe, suggesting that factors other than a country's technological prowess may control its ability to produce private space ventures. Assessing the feasibility of a Japanese commercial space market thus requires a comprehensive understanding of the entrepreneurial environment in Japan, including the political and social environment in which Japanese businesses and individuals must operate.

Using Gynawali and Fogel's "key dimensions of environments for entrepreneurship development," this paper examines the opportunity, propensity, and ability to enterprise in Japan, as well as modes of financial and non-financial assistance that are available to Japanese entrepreneurs. Comparisons are drawn between the Japanese and American entrepreneurship environments in order to isolate the key differences between these markets and resulting barriers to entry in Japan. The conclusions of this study will inform potential entrepreneurs and investors of the future path towards a commercial space industry in Japan: Whether Japan can easily replicate a United States entrepreneurial space business, or whether the Japanese environment necessitates its own unique approach to space entrepreneurship.