

BUSINESS INNOVATION SYMPOSIUM (E6)
Innovation, Entrepreneurship & Investment: The Mesoscopic Perspective (2)

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SUPPORTING THE CANADIAN SPACE SECTOR, THE CANADIAN SPACE COMMERCE
ASSOCIATION MODEL

Abstract

The Canadian Space Commerce Association (CSCA) is a not-for-profit industry association that was founded to support emerging “NewSpace” companies in 2007.

The Association was founded by entrepreneurs of those very same companies it set out to support. Its members believed that an association of this kind was needed, as no one was representing their interests on a regional or national level.

Its purpose is to advance the economic, legal and political environment for space organizations in Canada.

In 2015, new Association leadership began implementing a strategic plan, that at its core, was entrepreneurial.

Just as the space sector is ever changing, industry groups must adapt to the changing environment. The rapid dissemination and quantity of available information is transforming our world as broadband Internet access proliferates. How do you effectively support your industry in this new world when individuals have access to more information they can possibly deal with?

This is a fundamental question that all industry groups must answer. While some existing tools still work, they must adapt and be supported with new ways of getting messages effectively disseminated.

Communication however is but one tool industry groups must master to succeed today. The central, or core tool that supports an industry group is data. Without verifiable data, an industry group can not succeed.

This paper will outline the CSCA model as it is evolving. It will deal with communication, economics and budgets, entrepreneurship, organizational management, and policy.