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Entrepreneurship and Innovation: The Practitioners' Perspectives (1)

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FAZADOTIR, FROM A STARTUP IN SPACE EDUCATION TO A PLATFORM FOR CUBESAT
MARKET

Abstract

This paper is about a startup in space technology ended in an IT based platform for cubesat market. fazadotir, started in July 2017 with a long term vision and a 3 cycles for its value chain. It was first a startup to make a systematic bench for space education and outreach in wide range for primary schools. The education then was followed by technical workshops for satellite design and manufacturing in universities, with a focus on cubesats. This ended to a website, as a showcase, that hosted our educational materials and managed our events' registration and other related needs on workshops. Finding the need to connect the vendors and providers on cubesat components to the universities and research institutes that need them, fazadotir introduced a platform for this connection in order to let the students working on cubesats a rating for components in the world market. The platform was expanded in short time, where some other providers come to present their components in this platform. This made the organizers to change the platform in a way to allow both users and providers express their teams on the website for free and added a section for open innovation management, so that, every need could be requested on the website and after transformation the whole need into small projects, the projects will be published on the platform for proposals from members with the related background. The proposals will be evaluated technically and financially then and the results then will be a contract with a team or combination of some teams to provide the project output. Then, the supervisory team of platform will gather all outputs and integrate them to the system needed at the first step. To check the feasibility and responsiveness, two pilot projects were run by investor of the platform and now, after successful results of this project, the platform is open to all from whole the world to submit their solutions to the problems on fazadotir. This platform not only controlled the market for the best price and performance, but also is now a very active tool for entrepreneurship, as many graduate now formed their teams and made their online catalog on the website and are delivering their products due to needs on fazadotir. This experience is flexible and feels no limit as is IT based, so fazadotir is ready to share its results to the interested fellas.