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A COMPETITION FOR UN-ENGINEERING

Abstract

This paper is about the plan of a competition on Cubesat design, development and in orbit operation, in order to guide the engineering students and graduates to become ready for entrance to market and learn about business making. The competition starts with a very general requirements that defines only the common sketch of a cubesat, say number of units. The teams then shall provide a mission concept that has the potentials to shape a business, which means cubesats are going to be operational. Unlike the previous round of cubesat competition that were basically for design and development of a cubesat with defined mission by organizers and the final product was to be delivered to organizing team. The difference in this competition is that there is not a single defined mission for all of cubesats, and each team proposes a mission which ends to a service valuable for a specific customer. Previous competition included workshops and training courses focused on technical issues, where business subjects are added in this round. Due to lack of business education for engineering students in universities, not only these training courses will be beneficial for the results of this competition, it will proceed to a degree of un-engineering, in order to broaden engineering students' minds to think more applied and try to work for the market. It made an introduction for a roadmap to add business skills to engineering students, not as a university course, but indirectly during a competition. Regardless there will be any operational cubesat that matches customer needs or grab an investor eye, this will be a very pleasant result to gain a team of engineers that have required commercial and business point of view to bring their learnings to market.