

IAF BUSINESS INNOVATION SYMPOSIUM (E6)
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INTRODUCTION TO THE
COMMERCIAL SPACE INNOVATION INITIATIVE

Abstract

The goal of this paper is to describe the foundational elements of the Commercial Space Innovation Initiative (CSII), a program intended to identify specific means that can be undertaken by industry actors to achieve the ends of stimulating different elements of specific commercial space industry sectors and segments. Although the CSII is being initiated within the U.S., the global nature of industry in general (and the space industry, in particular) provides avenues for distributed benefits which, in turn, should encourage active participation of international institutions, organizations, and individuals.

The CSII distinguishes between the many sectors and segments of the space industry, because they are all members of different supporting industry networks, experiencing different kinds and degrees of change, and at different evolutionary states. Since requirements for industry element resources are distinct for each industry sector and segment, a strategy that efficiently employs a single activity to address these different needs would be ineffective. To facilitate comparable measures of CSII effectiveness, a broad definition of the innovation process is adopted from the technology and innovation management literature: "The process of innovation consists of motivating and coordinating people to develop and implement new ideas by engaging in transactions (or relationships) with others and making the adaptations needed to achieve desired outcomes within changing institutional and organizational contexts." Understanding the five concepts contained in this definition, (ideas, people, transactions, outcomes, and context), and the interactions among them, will guide the selection of CSII activities, and provide a broad perspective of the industry environment for each industry sector and segment of interest.

Specific CSII structures and functions will be described that are designed to stimulate the innovation process for specific industry sectors. The specific participant groups, and the activities they will conduct, will be described, including programmatic coordination, management and quality assurance, knowledge-sharing events, and research analysis activities. Finally, CSII outcomes and candidate members will be discussed.