

IAF BUSINESS INNOVATION SYMPOSIUM (E6)
Finance and Investment: The Practitioners' Perspectives (2)

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BUSINESS DEVELOPMENT MODEL FOR AN INTERNATIONAL SPACE TOURISM LOTTERY

Abstract

The dawn of new era has come, and humans must now leave the cradle of Earth and create a new civilization in outer space. Space's unique environment stimulates humans with diverse backgrounds to innovate their Earth-based cultures and technologies. Space agencies and private companies have evolved in recent decades through the efforts of taxpayers. Private companies are now beginning services to send ordinary people to space. However, cost remains a significant hurdle that can prevent ordinary people from traveling to space. Space development programs created using taxes face problems such as taxpayers asking how the results of human space programs benefit them. Space has been the preserve of professional astronauts and rich tourists even though private companies have developed cheaper launch systems. There is a need to create a new business that encourages people to engage in the arts, sports, and other interests to create new cultures and civilizations.

This paper proposes a business model for creating an international space tourism lottery over the next decade to offer equal opportunities for space travel to everyone on Earth. The space tourism lottery would award prizes such as lunar surface stays, lunar orbital trips, low Earth orbit space hotel stays, and sub-orbital space travel. The lottery would also allow winners to choose between space tourism and a monetary prize. This option is included because some people may have no interest in space tour or may not enjoy long interplanetary trips. The lottery is an attractive commercial tool for capturing and maintaining public and market enthusiasm for space development. The funds from annual lottery sales will be distributed to sustainable funds such as the X-prize for the development of lunar city infrastructure, space hotels, and new launch systems, as well as funds that promote public welfare and education-worldwide.

Thus, the aim of this paper is to investigate market demand for a space tourism lottery; develop organizational structure for operating the lottery; and create operational plans, including launch system selection, training facilities, and systems that facilitate cooperation between space agencies and private space companies.