

IAF HUMAN SPACEFLIGHT SYMPOSIUM (B3)
Utilization & Exploitation of Human Spaceflight Systems (3)

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SPACE HERO - PATHWAYS TO SUSTAINABLE PRIVATE ASTRONAUT EXPERIENCES

Abstract

New pathways to commercial space activities have emerged with the successes in the commercial launch sector and favorable changes to NASA policy. These pathways enable new ideas to take root and provide for sustainable opportunities dedicated to human spaceflight through private astronaut experiences. Presenting how we live and work in space in a format that entertains, engages, and inspires a global viewing audience is what Space Hero seeks to accomplish. Space Hero is a private space company that offers the opportunity for private astronaut experiences to the International Space Station (ISS) through global media and branding based activities. Space Hero offers opportunities for private astronaut experiences through a globally recognized casting show brand where the finalists will train, live, and work to take part on missions to the ISS and beyond. Through offering private astronaut experiences on the ISS, Space Hero will engender sustainable, scalable, and profitable activities working with leading spaceflight partners to build new pathways to LEO commercialization. In our presentation, we therefore will discuss our plans and outlooks for the utilization of space stations using transmedia experiences to highlight a global brand, grow the LEO economy, and inspire a new generation of space heroes.