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SPACE STARTUP BUSINESS MODEL BASED ON PUBLIC NEEDS : FROM LAND MANAGEMENT  
TO COMMERCIALIZATION AND FURTHER SPACE RESOURCE WITHIN INTERNATIONAL  
COOPERATION.

**Abstract**

Recently, some Korean local governments started cooperation program with smallsat startup. The first city was Busan, 2nd largest, coastal city of Korea, and the second was Jinju, small but near aerospace system corporation. KARI tries to build an interesting business modeling for Busan, focusing on encouragement for employment, human resource reactivation and development, and local demands of remote-sensing. And for startup, focus lies on long-term profitable business model with sustainable operation and experience, acquirement heritage and technology including technology transfer, developing and accompanying on international cooperation projects