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THE TECHNICAL AND PROCESS KNOWLEDGE IN BUILDING A NEW SPACE STARTUP – AN
ANALYSIS OF EXPERT INTERVIEWS

Abstract

New space entrepreneurs, also referred to as Astropreneurs, are shaping the future space industry in a remarkably fascinating manner. This community of people, hereafter referred to as interviewees/experts, possess immense knowledge about multiple aspects of the new space industry. This paper aims at compiling and analyzing the explicit and tacit knowledge of these experts by conducting a systematizing interview using a questionnaire of a semi-structured topic list. The sample frame consists of interviewees from different regions of the world. Using the stratified sampling method, the interviewee population is divided into subpopulations based on different characteristics such as geographical location, market segments, gender, role, experience level etc., This method helps to draw conclusions more precisely and also highlights the biases caused by these key factors. The broader topic list for this section includes organizational structure for New Space startups, human resources, finances, regional/national regulations, target market, cross-national collaborations, export control and mentorships. In the next section, the prominent hurdles faced by the sampled population are presented and are investigated further based on the different strata (subgroups). The list of topics considered for this section are resources and assets, funding sources and process, incubation centers and mentorship, company organization, branding and marketing, business plan. This study would help to explore the similarities and dissimilarities in the problems faced by the entrepreneurs belonging to different strata. An emphasis is given to issues specific to the women experts in the New Space industry. In the final section, practical recommendations from the experts for the newcomers and entrepreneurs at different milestones, markets and regions around the world are presented. As the space industry is evolving rapidly, and millions of dollars are invested in space related startups, learning from experts' experiences and their wisdom could prove instrumental in saving time, money and energy for all stakeholders.