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## NEW SPACE ENTREPRENEURSHIP IN BRAZIL: CHALLENGES AND OPPORTUNITIES

**Abstract**

Brazil is the fifth largest country in the world by area and the sixth-most populous, with a large territory of 8.5 million square kilometres and over 211 million inhabitants. Unfortunately, in the last 30 years, the country has been facing several social and economic problems, where 28 million people are poor, and unemployment rates are among the highest in the world. In this scenario, all the resources available are used in priority areas, such as health and education. Thus, few resources remain for applications in science, technology and innovation. Brazilian Government institutions, including space agencies and public banks, do not have funds to apply directly in scientific and technological projects. In this context, other private investors do not feel safe investing appropriately in Brazilian companies, making it difficult for the space sector to have credit for its projects. Financial instability, with high inflation rates and a devalued currency, also increases international investors' fear of investing their resources in Brazilian space sector companies. Alya Nanosatellites is a pioneer company in the Brazilian space sector for its field activity and female leadership. Their primary strategy to overcome the main barriers is creating a global network of partnerships for mutual and sustainable development. Thus, using shared space systems generates impacts on the quality of life of communities, the development of their economies, and the generation of jobs to combat and eradicate poverty. The company uses the concept of multi-sectoral allies to support its activities, forming a network of ideas and vanguard technologies. Moreover, among international allies, they believe in the success of their missions due to the experience and expertise that they are gathering. Thus it has gained the confidence of international investors to finance its projects. They are taking bold and transformative steps to promote sustainable development over the next nine years, impacting at least 15 of the 17 SDGs. Driven by the integration of economic growth, social justice and environmental sustainability, it is developing a space company that partners with other companies specialising in analysing, instrumenting and managing real solutions to big problems for the good of humanity. This paper aims to describe the challenges and opportunities in the Brazilian space sector, using Alya Nanosatellites as a case study. The research methodology is bibliographical and documental, through qualitative analysis, and the historical and analytical methods are applied herein.