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A BUILDER'S APPROACH TO ENGAGING THE SPACE ECONOMY: BALANCING ENTHUSIASM  
WITH CLARITY

**Abstract**

The prospect of space is no longer just for companies led by tech experts or by space enthusiasts. Increasingly, disparate industries are recognizing that entry into the emerging space economy is cheaper and more accessible than ever before. Whether to conduct research, manufacture in LEO, GEO, and beyond, or take advantage of space-based technology for business here on Earth—the gap precluding everyday citizens from entering the global space ecosystem is getting smaller by the day. The more we recognize the staggering opportunities already awaiting our interests, the more our actions will foster future space capabilities and orient companies and individuals to take advantage of them. We need to envision the ways that space can serve us and recognize that we have the capacity to build out those ways and deliver on that promise.

The global space economy is rapidly evolving and there is a fundamental point to be made about how inclusively we imagine space itself. Just as the future-oriented nature of space sometimes de-emphasizes how robust the sector is now, so too does the hyper-elite technology required to get there sometimes de-emphasize how much every person deserves to and can access space. The space economy grows out of not just one market but many. It is an increasingly complex network of secondary and tertiary forces and there are many industries that don't consider themselves space industries, although they are squarely space-dependent and impact the progression of this dynamic marketplace daily. Now is the time for entrepreneurs to determine where they fit in the burgeoning space community, but with the volume and diversity of space missions and activities, it can be hard to know where to start.

This talk will create a framework for thinking about engaging the space economy. Taking a builder's approach of balancing enthusiasm with clarity, and constructing a roadmap for strategy, action, and scalability. The pillars include the following sections:

- Start local
- Don't reinvent the wheel
- Reimagine your capabilities
- Converting data to opportunity
- Don't go at it alone

We are still only at the beginning of a new era of space access and exploration. Entrepreneurs and business leaders must begin probing the space domain for opportunities today that will open new revenue streams and invigorate innovation. This will allow them to capitalize on first-mover advantages and position their organizations to lead as the space market grows.