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PROPEL: A RESEARCH PROJECT FOR NAVIGATING THE CHALLENGES AND FOSTERING
GROWTH OF SPACE START-UPS IN LATIN AMERICA.**Abstract**

In Latin America, according to Forbes México a significant 65% of start-ups fail to survive beyond their first five years, facing a myriad of challenges including but not limited to economic issues, poor planning practices, and a scarcity of funding sources. This situation is particularly acute for space start-ups due to the capital-intensive nature of the industry.

To address these challenges, this paper presents the findings of PROPEL (Promoting Regional Opportunities for Aerospace Entry and Launch), a comprehensive research project that assesses the key challenges confronting Latin American space start-ups. The research encompasses crucial aspects such as the investment climate, market entry, availability of talent and infrastructure, public policy, among others.

To achieve these objectives, the research methodology incorporates interviews with prominent Latin American space entrepreneurs, space agency personnel, and other key players in the region's space industry ecosystem. It also includes comprehensive data and bibliographical analysis, surveys, and other common research instruments. The results obtained lead to a series of recommended actions, methodologies, and guides for space start-up entrepreneurs, relevant national authorities, and other stakeholders in the space industry.

PROPEL aims to serve as a valuable guide for both new and existing space start-up initiatives, aligning as well with the UN's Sustainable Development Goals. It equips start-ups to navigate their challenges with robust insights, recommendations, and methodologies. The strategic focus of PROPEL has the potential to contribute positively to the creation of new mature space ventures in Latin America.