

IAF BUSINESSES AND INNOVATION SYMPOSIUM (E6)
Interactive Presentations - IAF BUSINESS INNOVATION SYMPOSIUM (IP)

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SPACE ENTREPRENEURSHIP IN THE NETHERLANDS: A COMPREHENSIVE ANALYSIS OF
PERSONAS, NEEDS, AND ECOSYSTEM OPTIMIZATION THROUGH THE ONESPACEHUB
PROJECT

Abstract

This paper presents the results of an investigation into different personas and needs of space entrepreneurs and startups in the Netherlands. The analysis and conclusions are intended to serve as a tool for streamlining research valorization processes, improving the startup ecosystem in the space sector, and enabling innovation. The relevance of our work is evident given the current state of the entrepreneurial scene in the Netherlands. Numerous programs and opportunities exist for space entrepreneurs, including funding, courses, workshops, and facilities. However, guidance in finding the optimal services among the many possible paths entrepreneurs could follow is lacking. The analysis was done by a consortium of partners, including the Space Business Innovation Centre Noordwijk, Aerospace Innovation Hub at TU Delft, PLNT Leiden Centre for Innovation and Entrepreneurship, University of Twente, Hogeschool Inholland, Radboud University, and Leidse Instrumentmakers School, within the broader project called the OneSpaceHub. OneSpaceHub aims to align and increase visibility and accessibility of programs and services available to space entrepreneurs in the Netherlands. The presented work provides a clear understanding of the needs of entrepreneurs, how these needs are addressed by existing programs, and identifies gaps in serving these needs. Furthermore, our framework generates insights into the decision-making processes of entrepreneurs and highlights the importance of several external factors. This information has enabled the creation of online portal for entrepreneurs to receive tailored advice and information on the available programs and resources in the space startup ecosystem. It also establishes a foundation for further work towards the consortium's ongoing objectives and may guide the creation of new programs tailored to better meet the needs of these personas. Finally, we discuss the country-agnostic aspects of the presented work and make a case for its potential application abroad.