




**SPACE FOR
BUSINESS**

SPACE FOR BUSINESS

Join the #1 business programme
for the New Space economy
in Europe



ARE YOU PREPARED FOR THE NEW SPACE REVOLUTION?

The New Space economy is growing rapidly. More and more entrepreneurs see the space sector as a new opportunity. Companies from different non-space sectors are integrating space technologies in their business models. The next generation of space technology will be responsible for delivering global internet, fighting climate change, and taking humanity to the Moon and Mars.

To accomplish these goals, the New Space industry is looking for talent with business skills and entrepreneurial mindsets.

To meet the growing demand for specialized space business education, three top-ranked European business schools, University of St Gallen (HSG) from Switzerland, Nova School of Business and Economics (Nova SBE) from Portugal, and Rotterdam School of Management, Erasmus University (RSM) from the Netherlands, have joined forces to launch the first international space business programme. They do this in collaboration with ESA, the European Space Agency.



Gain in-depth knowledge of the space industry and opportunities for space and non-space ventures.



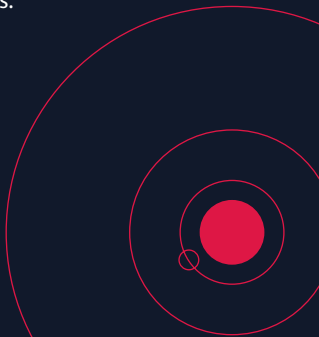
Develop a deep understanding of innovation, management and entrepreneurial challenges.



Apply these insights to your own business or project to succeed in the New Space economy.



Grow a peer network of space industry professionals.





LOOKING FOR NEW SPACE ENTHUSIASTS

The Space for Business programme is designed for professionals, policymakers and entrepreneurs who want to invest in themselves and learn how they and their organizations can benefit from the opportunities offered by the New Space economy.

The programme attracts participants from the space and non-space sectors who are interested in learning about the new opportunities in the NewSpace industry and applying these insights to their own ventures or organizations.



PAULA PARDAL

2023 participant & Research & Development Engineer at CEiiA

"A course that truly pays off, from the high-quality lectures to the discussions and the material that is made available, it is all very well done!"

"The Space for Business programme has gone above and beyond my expectations. What made the experience particularly enriching, was the opportunity to meeting amazing people from all across the value chain of space."

YANN TINCELIN

2022 participant & Space Transportation Systems Project Engineer at the European Space Agency





EMBARK ON A STELLAR LEARNING JOURNEY

The programme is offered by three leading European business schools in collaboration with the European Space Agency. The expertise and experience of the three business schools in delivering high quality business programmes for business professionals in combination with the industry knowledge and the support of ESA has resulted in an exciting programme tailored to the needs of participants.

- ◉ Receive a first-class education from three top European business schools offering the first European business curriculum about the new space economy.
- ◉ Learn more about the new space sector, business model innovation, entrepreneurship, innovation management, ecosystems, leadership, venture capital, space for sustainability and organizational growth from top business school professors and business leaders.
- ◉ Enjoy the inspirational learning venues of the three schools during the residential weeks, visit the thriving space ecosystems in their countries, and enlarge your network in the new space sector
- ◉ Attend in-person modules and online classes and connect with academic leaders and industry experts in different countries.
- ◉ Grow a peer network of space professionals and access a new community of space companies and industry leaders.
- ◉ Work on your personal and professional goals with a personal impact project that adds tangible value to your organization.
- ◉ Develop your competencies, increase your know-how and learn how to apply insights from the courses to your own organization and/or other entrepreneurial projects.
- ◉ Experience the ESA ecosystem at the European Space Research and Technology Centre (ESTEC) and present your work for an audience of ESA experts, business professionals and investors.

In this programme we collaborate with our partners to enrich your learning journey. They include: ESA ESTEC, AIR Centre, Portugal Space, Swiss Space Office, NL Space Campus, and ESA- BIC Noordwijk.

COURSE INFORMATION

The eight-month hybrid programme consists of three modules, with online and residential components. Each module takes about average 70-80 hours to complete (including online and residential meetings, and the impact project). The programme finishes with the ESA Touchdown: a two-day programme at the European Space Research and Technology Centre (ESA – ESTEC) in the Netherlands.

MODULE 1: EXPLORE

Online Meetings:

- ⦿ Kickoff and networking
- ⦿ Introduction to the personal impact project

Residential week in Switzerland:

- ⦿ New Space – Theory and Practice
- ⦿ Systemic Management for New Space
- ⦿ Business Model Innovation
- ⦿ Getting to know the Swiss Space Ecosystem
- ⦿ Formulation of the impact project

MODULE 2: LAUNCH

Online Meetings:

- ⦿ Financials for new space companies
- ⦿ Conversations with investors

Residential week in Portugal

- ⦿ Ideas and entrepreneurship in Space
- ⦿ Space for sustainability
- ⦿ Funding and Venture Capital
- ⦿ Entrepreneurial Leadership team development
- ⦿ Company visits
- ⦿ Application to the impact project

MODULE 3: ACCELERATE

Online meetings:

- ⦿ Drafting the personal impact project pitch

Residential week in the Netherlands

- ⦿ Innovation strategies
- ⦿ Partnerships & Open Innovation
- ⦿ Leadership & Governance
- ⦿ Scaling up Space Businesses
- ⦿ Pitch preparation personal impact project

ESA TOUCHDOWN THE NETHERLANDS

- ⦿ ESA's Space Ecosystem
- ⦿ Funding opportunities at ESA
- ⦿ Connecting with Startups,
- ⦿ Investors and ESA decisionmakers
- ⦿ Presentation on personal impact
- ⦿ Present your project to an audience of space professionals, investors, and ESA members
- ⦿ Graduation

PERSONAL IMPACT PROJECT

During the programme you will work on a personal impact project, which challenges you to apply your learnings to a company project or your own entrepreneurial project and make a real impact. For the impact project you will be coached by experts from the three schools.

The personal impact project will start in Module 1 and runs through Module 2 and 3. During the modules you will continue working on your project while receiving mentoring and advice from academics and industry experts. You will present your final project during the ESA Touchdown.

MODULE 1: EXPLORE

In module 1 the focus is on understanding the New Space economy and its business opportunities. Special focus is on business model innovation and developing your ideas for your personal impact project. Furthermore, meet experts and peers, visit companies, and enjoy the Swiss mountains!

In this module you will learn:

- ◉ To understand the new space system and its latest developments
- ◉ About business concepts such as ecosystems, business models, and strategic management
- ◉ How to apply insights from business models to your own impact project
- ◉ How to define the topic and vision of your impact project, as well as the steps needed for successful completion



MODULE 2: LAUNCH

In Module 2 we shift the focus to the entrepreneurial process. The module deals with topics such as creativity and ideation, entrepreneurial team development, financing new business operations and space for sustainability. Finding business opportunities is essential for any business. Get ready for lectures and talks with renowned speakers from the new space sector, visit space companies and enjoy the fantastic NOVA campus at Carcavelos, in front of the fantastic Atlantic Ocean!

In this module you will learn:

- ◉ About ideation and creativity for space startups
- ◉ About the opportunities for sustainability in the space sector
- ◉ To develop your own entrepreneurial leadership style
- ◉ To apply insights to your personal impact project



MODULE 3: ACCELERATE

The focus of this module is how to scale up for success and how to deal with the challenges faced by growing companies. We furthermore explore how firms can create value by partnering up with other firms, how to participate in the innovation ecosystem, and how to develop a personal leadership vision. Special attention will be paid to finalizing your personal impact project and how to pitch your ideas to stakeholders and how to continue your journey after your presentation. Expect an exciting week in Rotterdam with workshops, company visits and fun!

In this module you will learn:

- ◉ To apply tools and insights from innovation management to your company
- ◉ To manage grow your business or organization? challenges of scaling up your business
- ◉ To position your organization in the new space ecosystem
- ◉ To develop an effective governance system for your organization

ESA TOUCHDOWN

The grande finale of the programme takes place at the European Space Research and Technology Centre (ESA - ESTEC) and follows directly after Module 3. ESTEC is the technical heart - the incubator of the European space effort - where most ESA projects are born and guided through the various phases of development. Understanding the ESA ecosystem, its funding options, and meeting startups covers the first day. The last day will revolve around the presentation of the impact projects and the graduation ceremony.

In this ESA immersion you will:

- ◉ Learn how ESA manages and shapes the European space ecosystem
- ◉ Get to know startups from the ESA incubation center & connect with investors and ESA decision makers
- ◉ Present your impact project to an audience of space professional, investors and ESA members
- ◉ Celebrate your graduation from the programme with fellow participants and guests



TOP FACULTY AND INDUSTRY EXPERTS AS YOUR FACILITATORS



Prof. dr. Erwin Hettich
Assistant Professor of Strategy and
Management, HSG
in



Prof. Oliver Ullrich
Professor of the Innovation Cluster Space
and Aviation, University of Zurich
in



Prof. Justin Jansen
Professor of Corporate Entrepreneurship,
RSM
in



Pedro Brito
Associate Dean, Nova SBE Executive Education
in



Niels Eldering
Head of Space Solutions Section, ESA
in



Ferdinand Jaspers
Adjunct professor of innovation excellence &
entrepreneurship, RSM - Erasmus University
in

PRACTICAL INFORMATION

PROGRAMME DATES: Check out [our website](#) for the specific programme dates. The registration closes one month before the start of the first module."

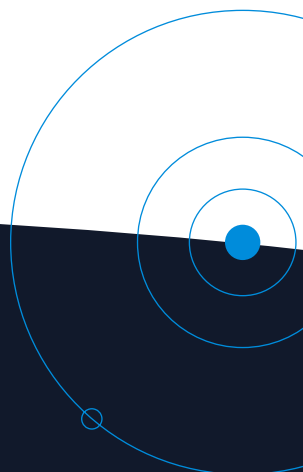
LANGUAGE: The programme and all materials are provided in English.

NUMBER OF PARTICIPANTS: To enable high-class interaction and maximize the learning benefits for each participant, there is a minimum of ten and maximum of twenty participants per cohort.

TUITION FEE: The tuition fee is € 15,000 excluding VAT. This fee includes all course materials,

refreshments, lunches and one group dinner during each module. Travel and accommodation are excluded. Our general terms and conditions apply when you register. Please review them to learn more about our policies for cancellation, deferral, and substitution.

Early registrations will receive a discount of 5% on the tuition fee. Alumni of the three founding business schools receive a discount of 10% on the total sum (not possible in combination with other discounts).





BROUGHT TO YOU BY TOP BUSINESS SCHOOLS AND ESA

University of St. Gallen is a business University in Switzerland (HSG). HSG is ranked among the top 10 European Business schools and number 1 in Master of Management Financial Times ranking. It offers an extensive range of educational programmes in management and business for all career stages. HSG offers the space business programme in close collaboration with **Center for Aviation Competence** at University of St. Gallen (CFAC). The CFAC is the established aviation & space research center in Switzerland, which is administrative host of the Swiss Aerospace Cluster including more than 180 member companies.

Nova School of Business and Economics is a living lab where our business partners can test-drive and improve their technological solutions. Our research community is fast-paced and flexible. Over the years, we have developed many entrepreneurship projects with national and international companies, as well as social initiatives that have proven positive social impact. We value cooperative work and community experiences. We offer the most advanced technologies for you to assess your progress and go further. Our mission is to let you become all you wish to be and create positive change in the world.

Rotterdam School of Management, Erasmus University (RSM) is the business school of Erasmus University Rotterdam in the Netherlands. RSM has a consistent ranking amongst Europe's top ranked business schools. With its mission to be a force for positive change in the world, RSM has firmly established its reputation over 50 years as one of Europe's most international and innovative business schools.

The European Space Agency (ESA) is a key actor in the New Space sector. Its purpose is to provide for and promote cooperation among European States in space research and technology and their space applications. ESA invests in young companies adapting space technology and satellite services for use on Earth through its 18 business incubators located in 16 European countries. Since 2006 it has invested over 30 million Euro to create new businesses and growth in Europe. The centres are a driver for entrepreneurship and the creation of new businesses, positioning Europe at the forefront of innovation.

ARE YOU READY FOR TAKEOFF?

Join the #1 business programme for the New Space economy in Europe

Curious to learn more about the Space for Business programme? Or do you require personal advice, or want to discuss any questions you have? Please feel free to reach out to us through the contact form on our website.

Are you a company and interested in collaborating with this programme? Please have a look at the partnership opportunities on www.spaceforbusiness.eu and get in touch with one of the Programme Directors to discuss the possibilities.

YOUR CONTACT PERSONS



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FOR MORE INFORMATION AND TO SIGN UP, GO TO WWW.SPACEFORBUSINESS.EU