



**SPACE FOR  
BUSINESS**

# SPACE FOR BUSINESS

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



HSG-Center for Aviation Competence  
**University of St. Gallen**



Executive  
Education





# ACCELERATE YOUR BUSINESS IN THE NEW SPACE ECONOMY

**The next generation of space technology will be responsible for delivering global internet, fighting climate change, and taking humanity to Mars. To accomplish such audacious goals, the industry will require talent with diverse skills and backgrounds from every walk of life.**

Space is the new economic frontier. An increasing number of entrepreneurs and “New Space” companies are building their business models around products or services for space and non-space markets.

To meet the growing demand for business education in this field, three renowned 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 European executive space business programme in collaboration with ESA, the European Space Agency.



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



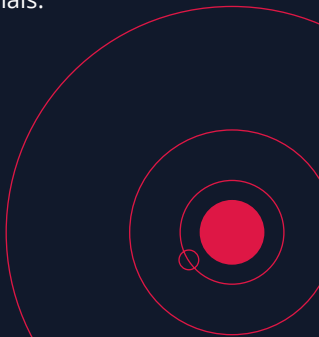
● **Develop** a deep understanding of innovation, management and entrepreneurial challenges.



● **Apply** these insights to your own business to succeed in the New Space economy.



● **Grow** a peer network of space industry professionals.





# LOOKING FOR SPACE ENTHUSIASTS

**The programme is open to space and non-space professionals and entrepreneurs who want to increase their management know-how and skills, who want to understand how the space sector offers new business opportunities and creates new business models, and who want to kickstart their career in the space sector.**

**Roles that participants may have, include:**

- ◉ Tech entrepreneurs
- ◉ Space innovators
- ◉ Space industry professionals
- ◉ Investors
- ◉ Institutional stakeholders
- ◉ Policy makers

A good command of English, both in speaking and in writing, is required. Preferably applicants have a bachelor's degree or equivalent university education. Business education is not required. Yet, having relevant business experience is considered an asset.

You can expect to meet an international, diverse, multidisciplinary cohort eager to develop new space ventures.





# EMBARK ON A STELLAR LEARNING JOURNEY

**The programme has been developed by three of Europe's renowned business schools in collaboration with the European Space Agency. Through their expertise and experience, an effective learning programme has been formed with a wide variety of learning activities.**

- ◉ Experience a 6-month programme with an international curriculum and faculty at inspirational learning venues all over Europe.
- ◉ Learn from three European top business schools and the European Space Agency. Have access to space industry experts and decision makers.
- ◉ Visit three of the most thriving space ecosystems in Switzerland, Portugal and the Netherlands.
- ◉ Attend in-person modules and online classes with academic and industry experts. Grow a peer network of space industry professionals.
- ◉ Accelerate your own New Space project or work on existing sector challenges through experiential learning.
- ◉ Experience the ESA ecosystem at the European Space Technology and Research Centre.

**In this programme we are collaborating with various industry partners to enrich your learning journey. Some of our stellar partners include:**



# COURSE INFORMATION

The six-month programme consists of three in-class modules, each of three days, in three different European countries. Each module takes on average 50-60 hours to complete (including the time you spend in-class). After the three modules the programme finishes with a two-day bootcamp at the European Space Technology and Research Centre.

During the programme you will work on a personal impact project, which challenges you to directly apply your learnings and make real and relevant impact on your business and role. For your impact project you will be supported by academics and industry experts.

## MODULE 1: EXPLORE SWITZERLAND

- ◉ New Space Economy
- ◉ Political and Regulatory Frameworks
- ◉ Up- and Downstream Markets
- ◉ Business Model Innovation

## MODULE 2: LAUNCH PORTUGAL

- ◉ Entrepreneurship, Creativity & Ideation in Space
- ◉ Venture Capital
- ◉ Entrepreneurial Leadership Team Development
- ◉ Sustainable Development Goals and New Space

## MODULE 3: ACCELERATE THE NETHERLANDS

- ◉ Innovation Strategy
- ◉ Partnerships & Open Innovation
- ◉ Leadership & Governance
- ◉ Scaling up Space Businesses

## ESA TOUCHDOWN THE NETHERLANDS

- ◉ ESA Space Ecosystem
- ◉ Connecting with Startups
- ◉ Presentation Personal Impact Project
- ◉ Graduation

PERSONAL IMPACT PROJECT

## MODULE 1: EXPLORE

The programme kick-off module will take place at University of St. Gallen. In Module 1 the focus is on understanding the environment around the New Space economy, understanding up- and downstream space markets, the challenges of scaling up your space venture, and business model innovation. Meet experts and peers and build relationships in the new space market.

**In this module you will learn:**

- ◉ To understand the interrelations of the new space economy environment taking into account political, regulatory, economic, environmental and social issues.
- ◉ To find business opportunities in the up- and down stream markets.
- ◉ How to bring your business model into the next gear by innovating it in a structured way.

## MODULE 2: LAUNCH

The Module 2 is offered by Nova School of Business and Economics in Portugal and the focus is on demonstrating how to apply and develop innovation strategies in space industry to participants through classroom interaction, digital experience and experiential learning. This module provides a challenging opportunity to improve participants' skill set and entrepreneurship roadmap in the space field.

**In this module you will learn:**

- ◉ Opportunities for SDGs in the space sector.
- ◉ To elaborate on creativity strategies for space.
- ◉ To understand space risks and funding.
- ◉ To develop the right skill set for a space business.

## MODULE 3: ACCELERATE

**This module is offered by Rotterdam School of Management, Erasmus University, in collaboration with Erasmus Centre for Entrepreneurship in the Netherlands. In Module 3 the focus is on scaling up your business and the challenges faced by growing companies. Topics include harnessing your innovation strategy – the role of open innovation, developing a personal leadership vision for your space venture, building alliances and partnerships in the space innovation ecosystem, and scaling up your space business.**

**In this module you will learn:**

- ◉ How to apply tools and insights from innovation management to your company.
- ◉ How to strengthen your own leadership to engage more effectively with different stakeholders in the space ecosystem.
- ◉ How to develop an effective governance system for your organization.
- ◉ How to manage the challenges of scaling up your business.

## ESA TOUCHDOWN

**The grande finale of this programme takes place at the European Space Research Technology Centre (ESTEC). ESA has sites in several European countries, but the ESTEC in Noordwijk, the Netherlands, is the largest. 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.**

**In this ESA immersion you will:**

- ◉ Learn how ESA manages and shapes the European space ecosystem.
- ◉ Have the opportunity to meet startups from the ESA incubation center in Noordwijk.
- ◉ Present your impact project to an audience of stakeholders.
- ◉ Celebrate with the fellow participants your graduation from the programme.



# PERSONAL IMPACT PROJECT

**The personal impact project is a key component of the programme. In this project you apply insights from the modules to your own business to have real impact on your organization and your role.**

The personal impact project will be started in Module 1 and runs through Module 2 and 3. In between 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.

# ONLINE INTERACTION

**Between the modules there will be webinars and other interactive online meetings:**

- ◉ To engage you with inspiring guest speakers.
- ◉ To coach you on your personal impact project.
- ◉ To prepare you for upcoming modules through offering mini-masterclasses.

In parallel, you will work on your personal impact project and prepare for the upcoming module through concise video and reading materials (e.g. articles, book chapters and blogs). Overall, the webinars and online events are optional and serve to stay connected with each other and improve the quality of interaction during the modules.



# TOP FACULTY AND INDUSTRY EXPERTS AS YOUR FACILITATORS



**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**



**Ricardo Marvão**

Entrepreneur and Investor  
**in**



**Pedro Brito**

Associate Dean, Nova SBE Executive Education  
**in**



**Prof. Justin Jansen**

Professor of Corporate Entrepreneurship, RSM  
**in**



**Prof. Vareska van de Vrande**

Professor of Collaborative Innovation and Business Venturing, RSM  
**in**



**Niels Eldering**

Head of Space Solutions Section, ESA  
**in**

## PRACTICAL INFORMATION

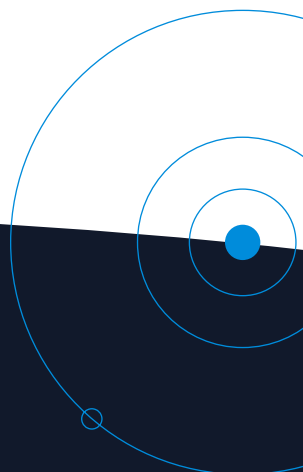
**PROGRAMME DATES:** The programme kick-offs every November at University of St. Gallen in Switzerland. Check out [our website](#) for the specific programme dates. The registration closes one month before the start of the first module."

**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-five 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 research center in Switzerland, which is administrative host of the Swiss Aerospace Cluster including more than 160 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 almost 50 years as one of Europe's most international and innovative business schools. RSM offers the module in close collaboration with **Erasmus Centre of Entrepreneurship**, one of Europe's leading centers for entrepreneurship.

**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](http://www.spaceforbusiness.eu) and get in touch with one of the Programme Directors to discuss the possibilities.

## YOUR CONTACT PERSONS



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in



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in



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Programme Director, Nova SBE  
in



**Dr. René Olie**  
Programme Director, RSM  
in

FOR MORE INFORMATION AND TO SIGN UP, GO TO [WWW.SPACEFORBUSINESS.EU](http://WWW.SPACEFORBUSINESS.EU)