

Family Membership Strategy Executive Summary, 2 Feb, by Sean and Cynthia

Brief Overview

Family membership is a vital part of OASA's membership strategy. As such, we propose that this category becomes a supplemental and linked category to the individual category. Family membership would further add stickiness for the individual to remain as a member of OASA. In time, when OASA is the size of a small college, possible then we may have a unique and standalone category. Within this family membership category, we should partition the category further into spouse, age 6-11; and age 12-16. (Individuals would be 17-21 as the main category) as each cohort would require a different level of service and benefits.

The Problem

Few companies or individuals understand the characteristics and the recent paradigm shift with the NewSpace sector, let alone parents and individuals. However, not many people know that space is already one of the fastest-growing economies and is expected to make trillions of US dollars within a decade, as Morgan Stanley and a few other investment bankers are projecting. That being said, it is predicted that by 2023, the employment landscape for young university graduates will be completely different, in the direction of Space. Thus, we are keen to help Hong Kong's children and parents to gain exposure within the new Space Economy in order to be ready for this opportunity.

Parents need to be exposed as well and be in positions to steer their children in the right direction. Parents typically do not know enough to guide their children in innovation, space, and STEAM.

The Solution

The new Space Economy will be about jobs that we don't have today; where most of them will be created by entrepreneurs. In addition, we believe Hong Kong has unique advantages to be a NewSpace hub in Asia and this begins by helping children and youths of Hong Kong to prepare for the future.

Our Strategy

Our key objective is to help the youth be prepared for the new Space Economy, which starts with raising awareness to build and create opportunities. As such, OASA hopes to inspire young children and parents to jointly explore the future and a better world to be leveraging on OASA's Space Economy. This will be done through curated learning and hands-on experiences to promote curiosity, creativity, hatching new thinking and ideas in collaboration with likeminded people to explore the unfamiliar. There could be a series of programs from Space Business for Kids, to Space Exploration, Space Camp and Expedition, Intro to Space Tech, and Space Bus Networking.

Product Pricing Strategy

Our family membership uses a bundle of selling strategies. This includes 3 accounts (at least 1 account for parents), charging \$4000 annually. There are also 4 events that members can join for free. Ideally, OASA should aim to have at least a 30% margin on such programs.