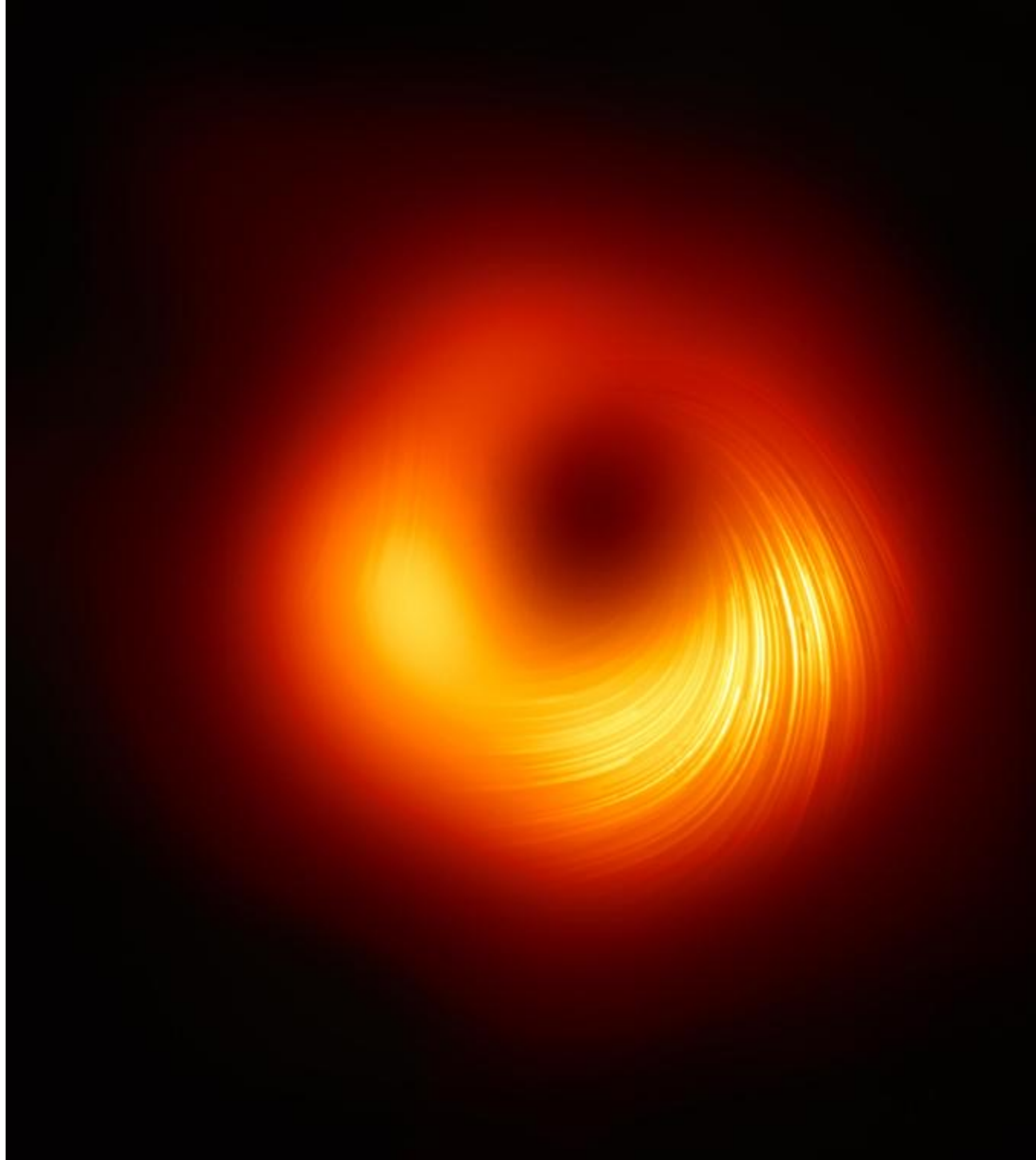
OASA®
- SPACE PORTAL : HONG KONG -
GRAND OPENING | 20 FEB 2021

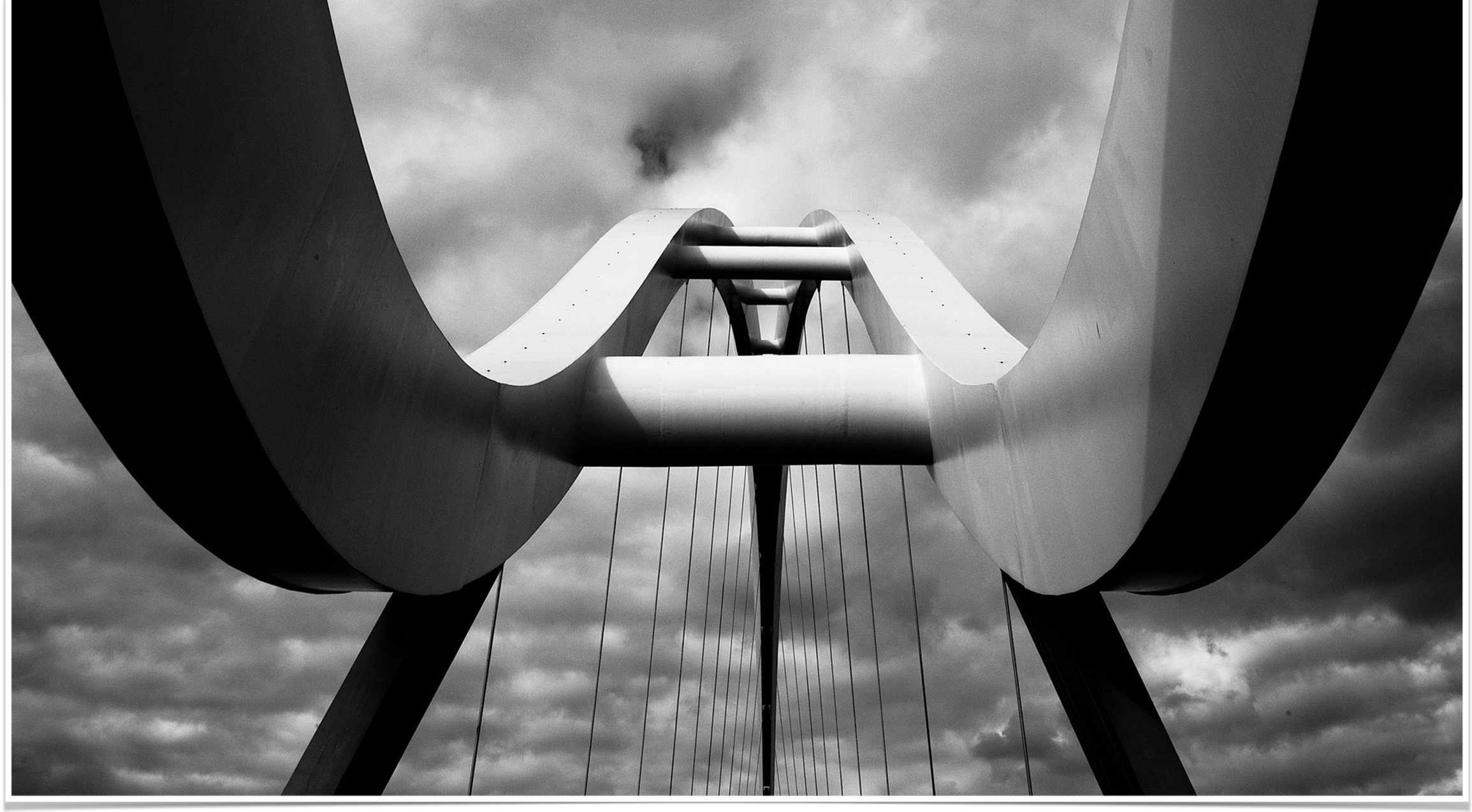
Fundamental Values at OASA

- Spaceship Earth: Zero G, Zero border, Zero Pollution
- Zero Militarisation of Space
- Zero Tolerance - racial, social, geographical, and age biases.
- Zero Ignorance
- Zero Politics, Religion, and Tribalism

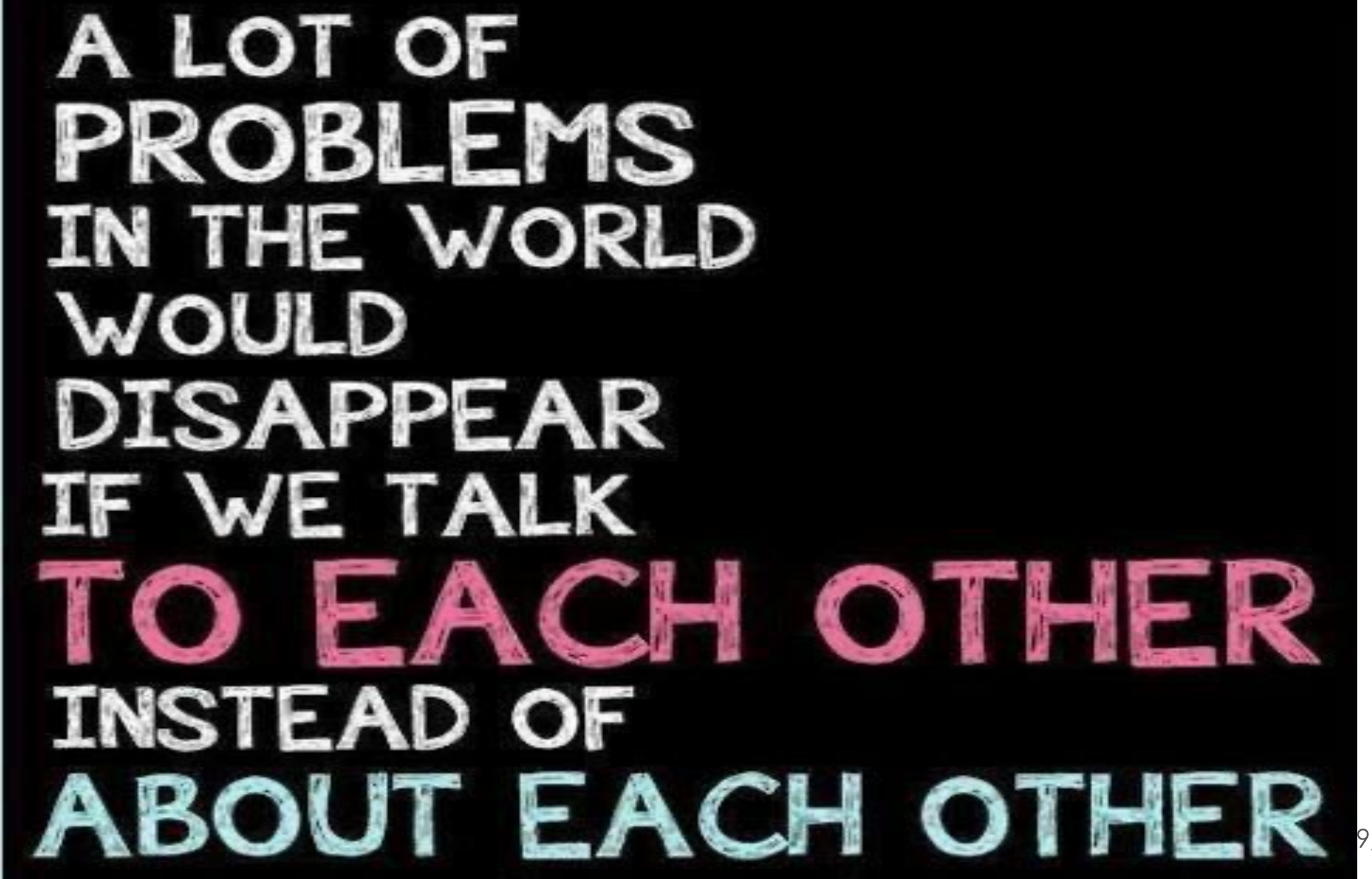


External Activities Since Sept 2020

- **Quarterly Entrepreneurial Symposium @ Cyberport.**
  - Prof. Quentin Parker, Ms. Rosana Wong, Prof. Hui Lin, and Mr. Furuzonfar Zehni (Q4, 2020)
  - Astronaut Dr. Chris Altman, Mr. Joe Juang (Q1, 2021)
- **Monthly Bilingual Space Economy @ Wave with HKU Academy.**
  - CubeSat
  - Space Food
  - Space Tourism
- **Mission Moonshot Monthly Taster on One Skills**
  - Astropreneur Mindset
  - Virtual Executive Presence
  - UX and Customer Journey
  - **Upcoming**: Digital Transformation, Mindfulness, and Change Management
- **Invitation:**
  - CUHK Distinguished Speakers Series (Mar)
  - AAMA (Apr)
  - KPMG Smart City (May)
  - CUHK Space Tourism (May)
  - HKT (May)



Connectivity


A LOT OF
PROBLEMS
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INSTEAD OF
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I. The Problems Worth Solving

The Problems Worth Solving

- **How might we develop global systems leaders who can help solve the world's many wicked problems?**

- **How might we leverage the wisdom of our global leaders, Industry 4.0, and challenges confronted by entrepreneurs and Smart Cities?**

II. The Context

All Companies Need Executives Who Can Think Out-of-the Box, Without Exception. Can Our Students, by Their Graduation?

All Companies Need Executives Who are Ethical, Hardworking, and Smart. Without the First Character, Better Not Have Any.

What can be Understood can be Solved.
What can be Measured can be Managed.
What can be Managed can be Fixed.

think different.

By Seeing Differently...

III. OASA's Business Model

The Young Marco Polo Journey (YMP) and Mission Moonshot MasterClass (MMM) One, Two, and Three

The Landscape

What does the program do?

- **The Young Marco Polo Program is a Leadership Development Lab for Corporate Social and Business Innovation using the platform of the NewSpace Economy.** It helps companies articulate and reframe a business issue, and leveraging on the creativity and research of students, building a case for change that the executive would find support back at work. Winning students are offered internships and continue to explore their interests and problem-solving abilities, supported by global mentors and a global community.
- The challenge is to take the various contexts in deriving "**an approach**" to their problem solving:
  - VUCA and COVID-19
  - the NewSpace economy and new technologies
  - Border trade and digitalisation
  - Environment, Society, and Governance (ESG)
  - Entrepreneurship and initiatives

Deliverables of the Program

Discovery questions are the hard questions; and wicked questions are the hardest of them all.

- To articulate the problem, form hypothesis, conduct experiment using multi-interdisciplinary innovative problem-solving approaches.
- To work together and leverage the strengths of teamwork.
- To reference wisdom across space-time (asynchronous and tailored learning platform).
- To consider others' viewpoints and convince others with data.
- To put together a sound proposal and convince sponsors to action.

What is the Young Marco Polo Program?

Roles and Accountabilities

- **One Process, Three Stages, and Seven Elements over One Semester or Three Semesters**
- **The Young Marco Polo Program involves 5 parties linked together by OASA**:
  - The University,
  - The Company (SME, NGO, or MNCs),
  - The students, the challenge or problem-to-be-solved proposed by the executive of the Company,
  - The global mentors (global executives, scientists, the government institutes, and international organisations such as the UN.) Representatives from each party acting as judges. *Partners such as ASTRI, Cyberport, HKPC, HKTDC, are connected through OASA*.
  - OASA HQS and OASA Interns
- **The Young Marco Polo Program is administered by students, guided by older students interned at OASA, and powered by OASA headquartered in Hong Kong**. *OASA provides overall coordination, competency workshop, project overview and continuous quality improvements, new business and science know-how, and links to incubators and accelerators.*

Competitive Analysis

	Standard Internship	AIESEC	GIFT	Enactus	OASA Young Marco Polo
Intended Beneficiaries	Students and Companies	Students First	Young Execs in Companies	Students in NGOs	Students in Companies (SMEs, NGOs, MNCs), Young Execs, Mentors.
Processes (3-6 months)	Varies	Interns into Companies	Company Executives as Consultants	Interns as Consultants	Young Execs and Students as Astropreneurs, Guided by Global Mentors. Linked to Investment Platforms and Accelerators.
Positives (for Students)	Flexibility and Initiation	Foreign Working Experience	Foreign, Out-of-Box Experience	In-Company Experience	Project Experience and Client as Potential Employer. Local (Live) / Foreign (Digital) Experience. Out-of-Box (NewSpace) Experience.
USP	Flexible and High Search Cost	In Country and In Company Action Learning	In Country Action Learning	Metrics. Global Competition	Global Mentors, UN SDG and ESG, Holistic Metrics. GBA/Regional Competition Expected. In Company with In or Out Country Action Learning.

One Process. Three Stages. Seven Elements

- **One Process**: The Social Innovation Lab Process (On the Space Economy)
- **Three Stages**: co-sensing, co-inspiring, co-creating with a company, over 3 - 12 months.
- **Seven Elements**:
  1. reframing with a space context,
  2. forming hypotheses,
  3. embarking on a learning journey,
  4. sense-making with global team mentors,
  5. testing and data validation,
  6. creating prototypes and minimum viable products, processes, or service (MVP), and
  7. demonstrating a pitch to the sponsors.

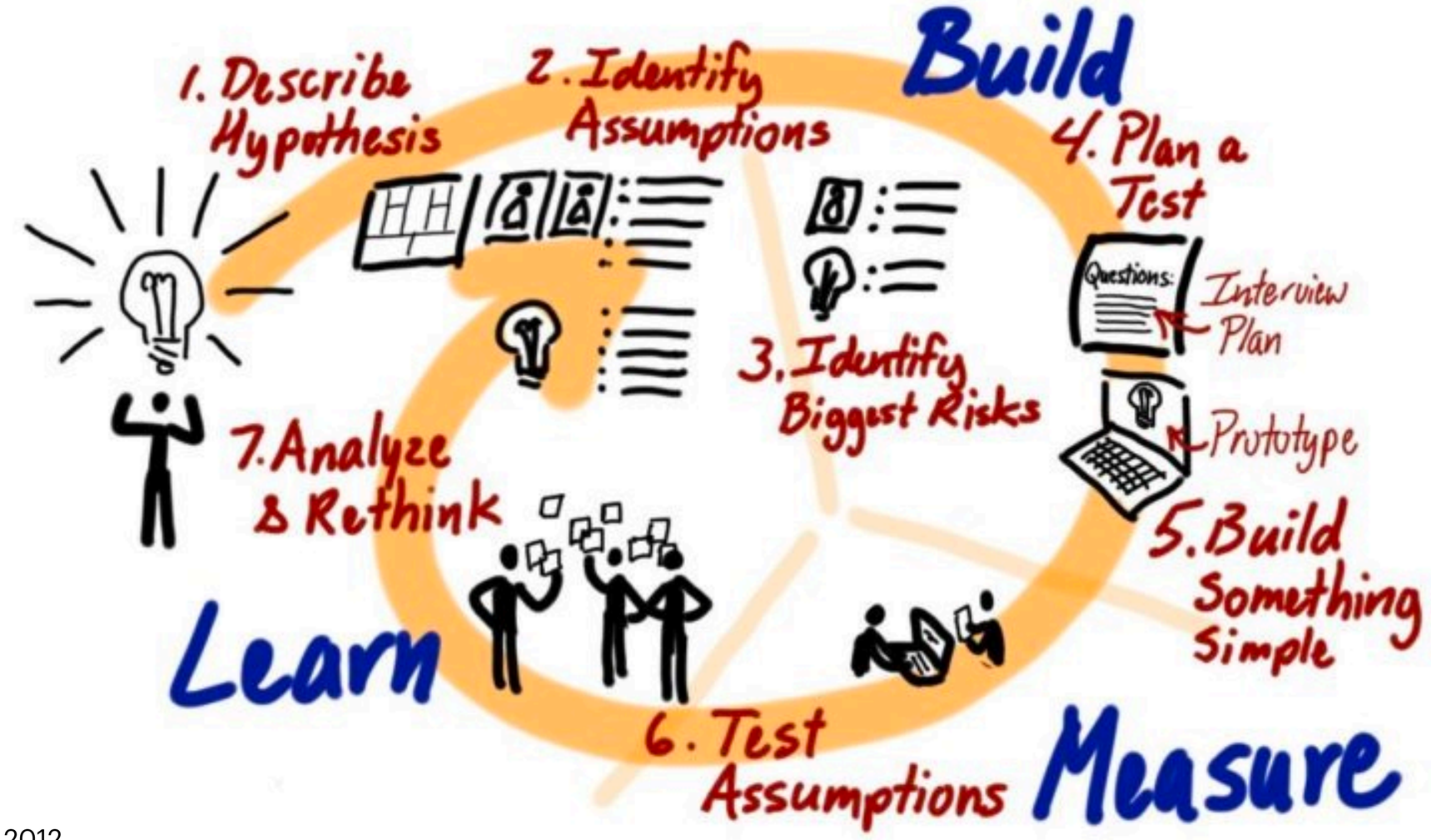
The Pedagogy and Instructional Design Behind the OASA YMP and MMM Program

Key Offerings

- **The Approach**: To identify, explore, then ground new business opportunities for companies through applications in digital transformation, big data, cross-border e-commerce in the NewSpace Economy. Best use-cases are honoured and shared. Process begins with ideation, evolves to rapid prototyping, and ends with demo day to the bosses and potential investors. The young executives and company handle the actual execution.
- **The Challengers**: Companies seeking to redefine their value proposition for new customers or new segments, through new digital means. As clients, the companies receive guided consulting services from teams of student consultants, supervised by OASA mentors. This work will be organised into a three-month engagement that includes in-depth research and analysis, regular touch points between client and team, and the development of a pitch for demo day.
- **The Students**: to work as a team of 3 to 5, reframe and co-create feasible digital business model for the challengers, within one semester. The Program can be extended into our Moonshot Program if they pass the first challenge where students are put into the real situations at work.
- **The Global Executives as Team Mentors**: To challenge, guide, probe, inspire, and provoke paradigm shifts in business models, while incorporating UN's SDG and enhancing a company's ESG. Global Executives act as Team Mentors.
- **The OASA Student Association at Poly U**: Powered, guided, and seeded by OASA to self manage their career as a troubleshooter, entrepreneur, and solution provider.

Eric Reis' Lean Start Up Thinking

Completely changed the mindset of boards of directors from 2012



Source: Reis, Eric. 2012

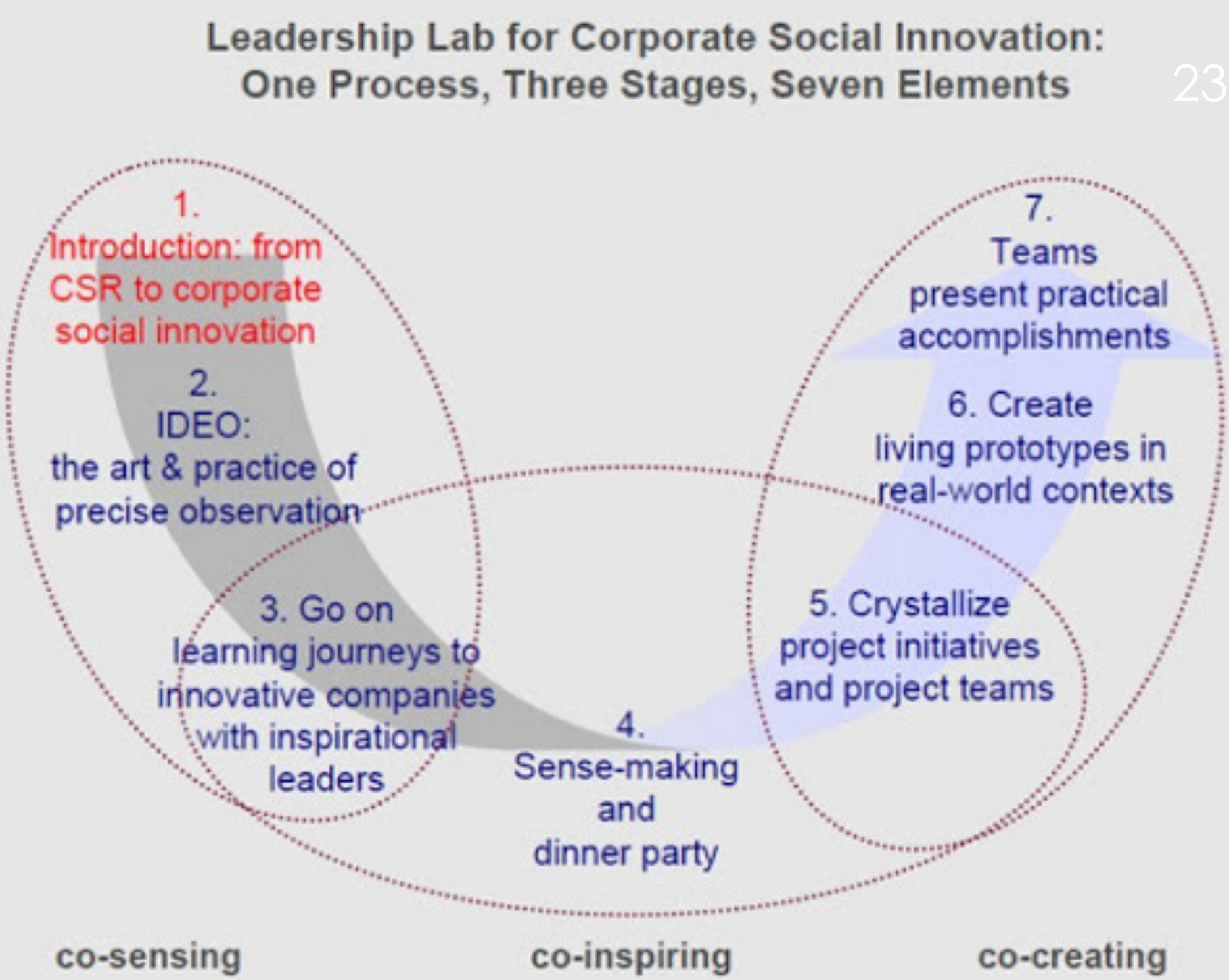
...in the context of changing the system dynamics that created the problem in the first place, a social innovation is any initiative (product, process, program, project or platform) that challenges and, over time, contributes to changing the defining routines, resource and authority flows or beliefs of the broader social system in which it is introduced.

- FRANCES WESTLEY

Every innovation has two parts: the first is the invention of the thing itself; the second is the preparation of expectations so that when the invention arrives it seems both surprising and familiar - something long-awaited.

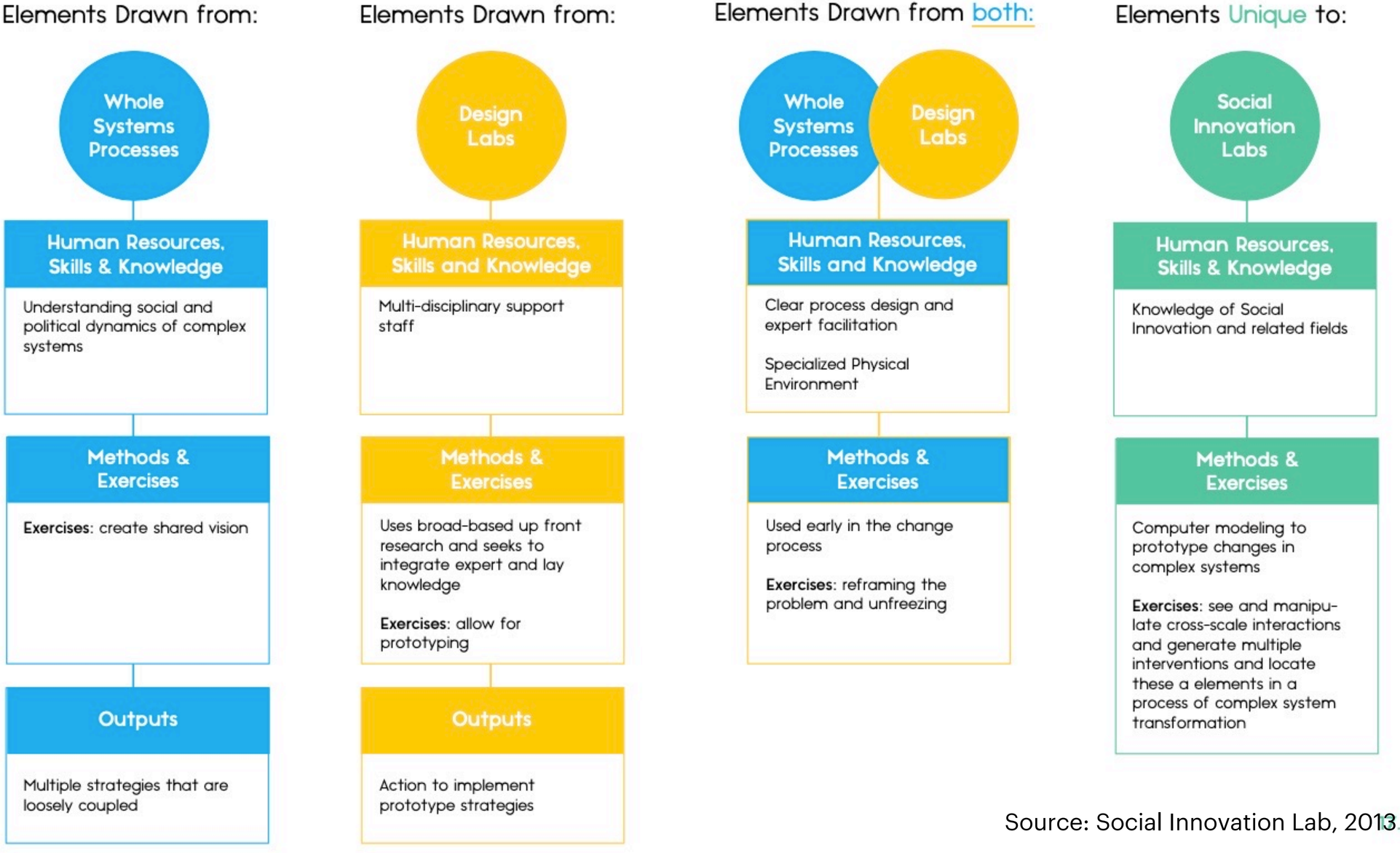
- EDWIN LAND

Social Innovation Lab - An Excellent Approach to Build New and Deeper Trust and Connectivity



Source: MIT Leadership Lab

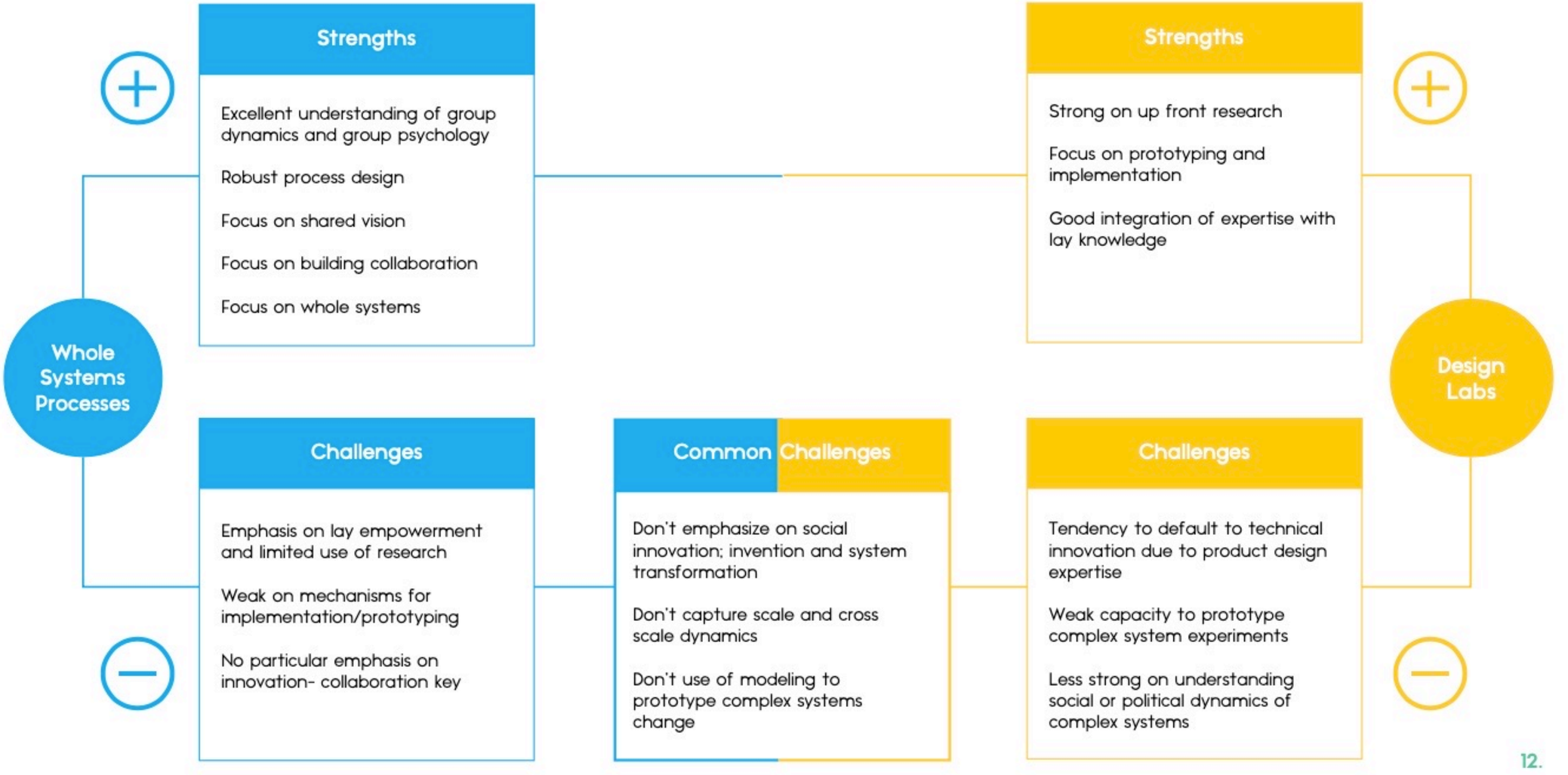
Elements that should be part of the design of a Social Innovation Lab:



Source: Social Innovation Lab, 2013.

SUMMARY

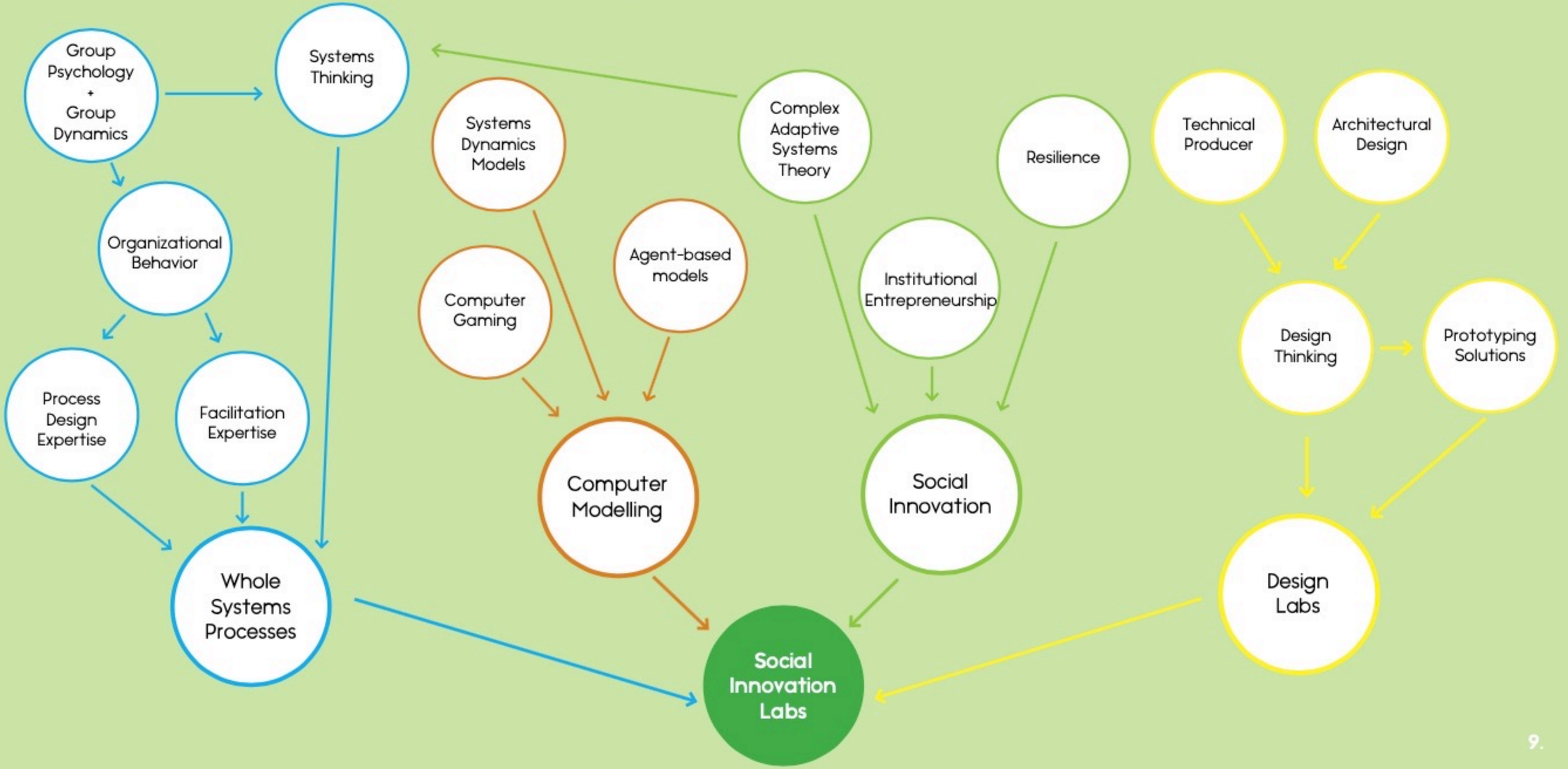
of Strengths & Challenges relevant to Social Innovation



Source: Social Innovation Lab, 2013

ANTECEDENTS
to Social Innovation Labs

Lab processes are certainly an important element in the suite of emerging and evolving practices that can support the urgent need to tackle big social and environmental challenges. It's clear that effective labs hold great potential yet also true that these processes often fall short of their ultimate change goals. Nor are lab like processes a new idea. Although it may be argued that both connectivity and complexity are intensifying, those determined to act assertively and creatively to address these challenges have been proposing new forms of collective decision making and action since the early 1960s; new forms proven better able to govern our responses to social and ecological issues than the electoral process.



Sample Subjects and Applications

For Students

Innovation and Entrepreneurial Subjects and Tools:

Business Canvas, Rapid Prototyping, UX, Canva, KPI, Critical Success Factors (CSF), Critical Control Components (CCC), Digital Canvas, Padlet, MVP, and Lean Start-up Methodologies.

Consulting and Six Sigma Tools:

DMAIC (Define, Measure, Analyze, Improve, Control) , DMEDI (Define, Measure, Explore, Develop, Implement), Gap Analysis, Change Management, and Agile Innovation.

Space Technology Subjects and Tools:

UN 17 SDG Goals, ESG, Quantum Technology, Miniaturisation, Remote Sensing, Kessler Syndrome, Space Law, Space Insurance, Long Distance Communications, Humane Technology, and 3D Printing.

Leadership Development Subjects and Tools:

Executive Coaching, Team Mentoring, Problem-Based Learning, Competencies, AI-Assisted Learning, Chatbots, Cross Cultural Team Development, and Project Management and Governance.

Mission Moonshot Masterclass One, Two, and Three

Unique Program Characteristics

(Built with COVID in mind)

Personalised Learning

- Action learning: learn-by-doing
- Problem-based: Your company's challenge
- Team-based Peer Learning and Mentoring: Small teams and team competition.

Personalised Coaching

- Coached by a Professional Coach on Leadership Behaviours to awaken the talent in you.
- One of the most effective behaviour modification methods today.

Personalised Space

- Challenged to open one's mind with the introduction of one's understanding of the Digital and Space Economy.

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Program Deliverables of the 3-Month Mission Moonshot Masterclass I

For the Company

1. A Gap Analysis between the current model and the expected model.
2. A series of evolving, one-page digital business canvas, on the new model
3. A meaningful proposal of a new business case, new product or new services, or a new operating model.
4. A trained leader to take the model forward with the company.
5. A real effort to tackle a complex business challenge that you can demonstrate to your Board of Directors

For the Participant

1. A plan for reflection, stress management, and career planning.
2. More clarity on how and when to strengthen those leadership competencies.
3. Learn how to become a pioneer.
4. Leadership and management skills in executive presence, systematic problem solving, UX, Lean Startup, Six Sigma, and general management.
5. A personal leadership development portfolio.

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Process, Learning, and Applications

For the Young Executives and the Company through MMM

Articulating and Reframing the Problem Statement

A problem that can be framed, can be solved. The challenge is how to articulate a moving and complex problem that has many evolving parts and many stakeholders.

Creating and Considering a Problem-Solving Approach

Learning to formulate a roadmap, being mindful of the risks along the way and the limited capabilities and resources of the team for example, and coming up with a process that would arrive at the mission, is the real test. Like a Space Mission, once engaged, there is no turning back. Key contingencies and risks must be mapped and mitigated away.

Presenting and Convincing Power-brokers

No one wants to be solving the wrong problem or one where few are willing to commit resources, energy, or time to resolve. Our process allows the problem solvers to present and justify their challenge to the sponsors.

HONG KONG

• Thank you

To the space and beyond.