



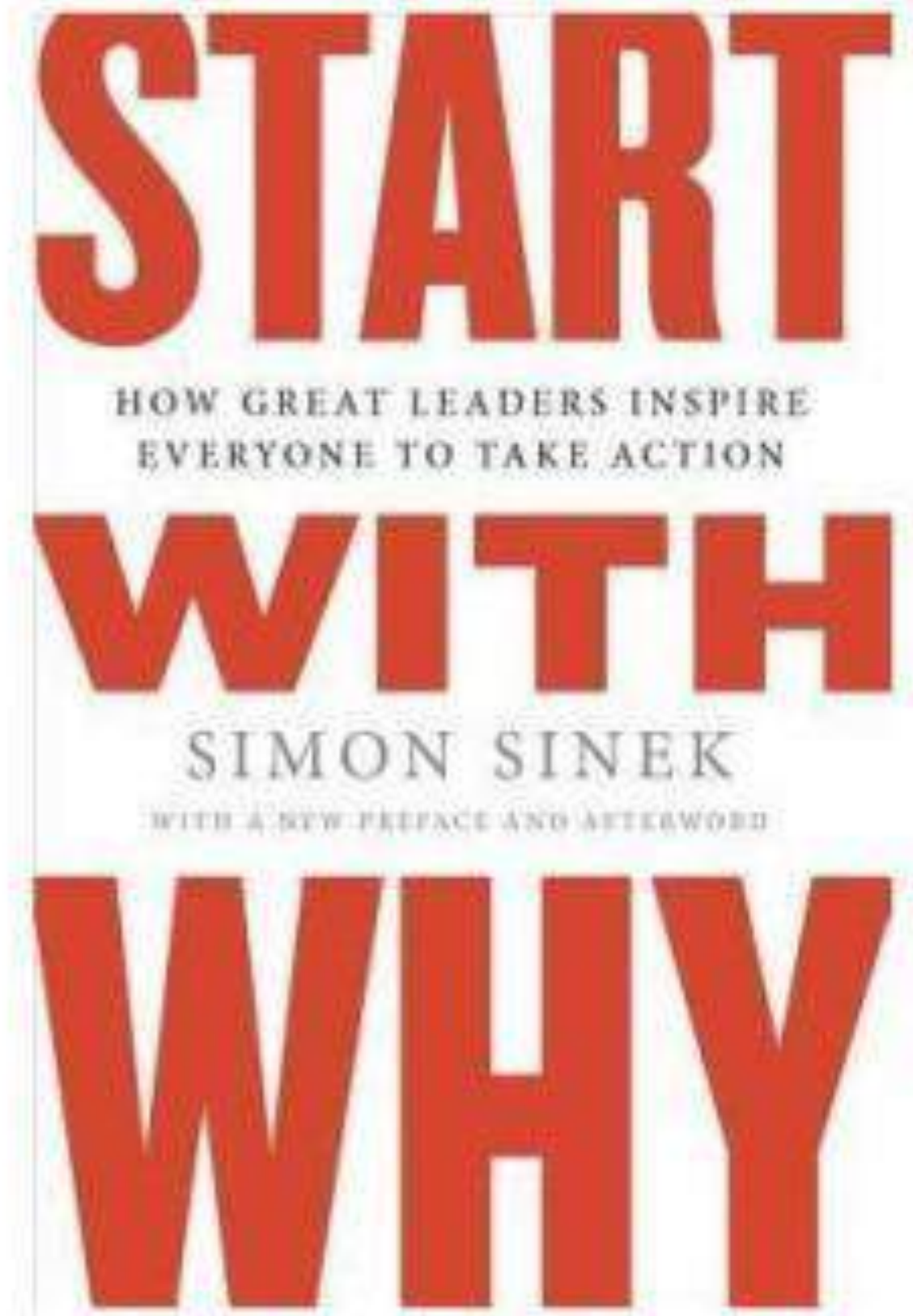
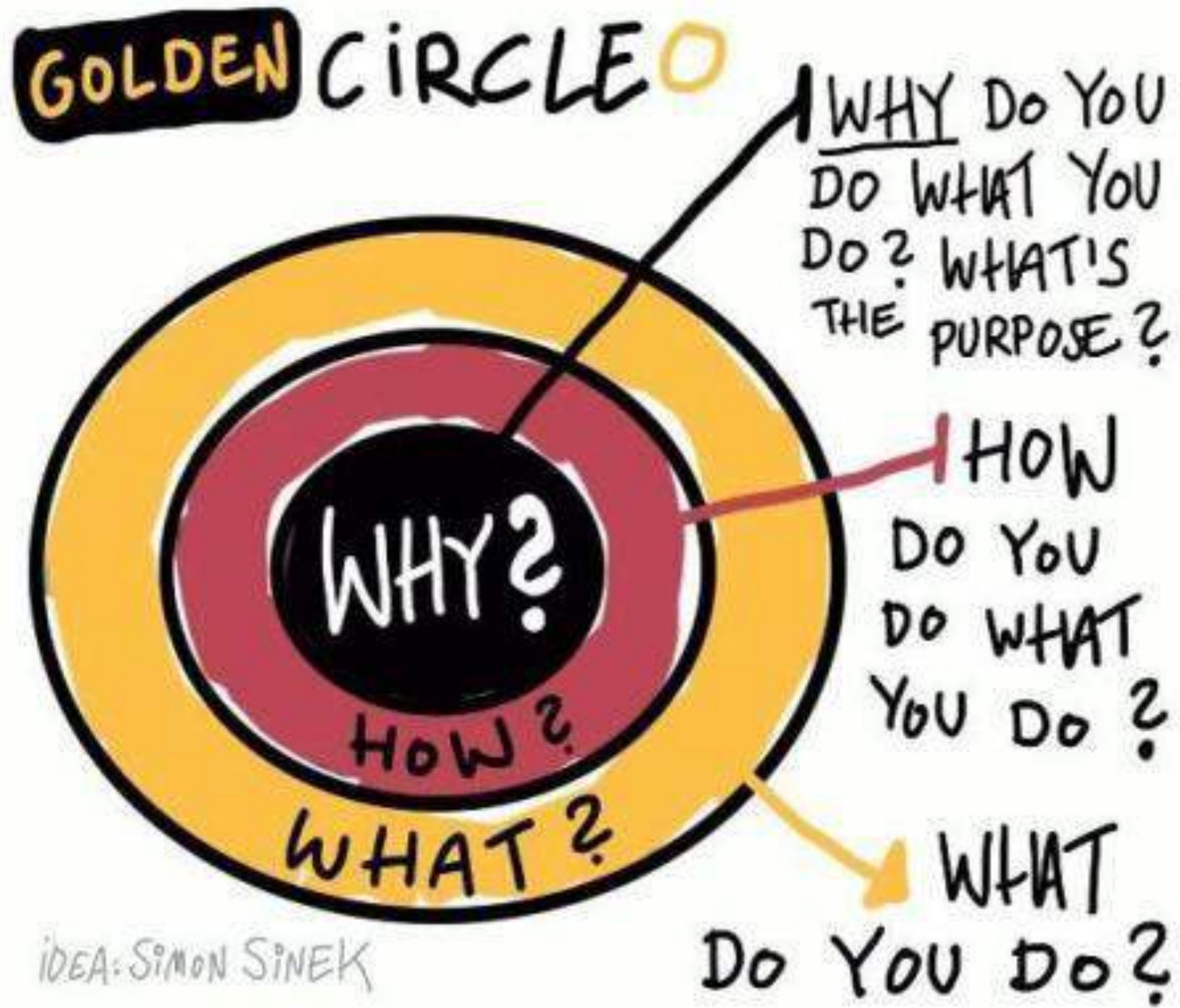
- SPACE PORTAL : HONG KONG -

GRAND OPENING | 20 FEB 2021

The Future of Fun...and Work.
Are our children ready?

<https://whatschoolcouldbe.org/the-future-of-work/>





PROBLEM =>
PLAY...PASSION...
PURPOSE...

*“THE FORMULATION OF
THE PROBLEM IS EVEN
MORE IMPORTANT THAN
THE SOLUTION”*

...EINSTEIN



Studies show that Relationships have the biggest effect on health



Rabbit Effect Study – Be Kind

(While genetically similar rabbits all ate the same high-fat diet, one group appeared protected from a heart attack or stroke)

Harvard's Study of Adult Development (The Grant Study)

(Relationship has powerful influence on our health. Having many strong social connections helps individuals live healthier, longer, happier lives)



Wellness is about

Building relationships and creating communities AND about creating culture and values.

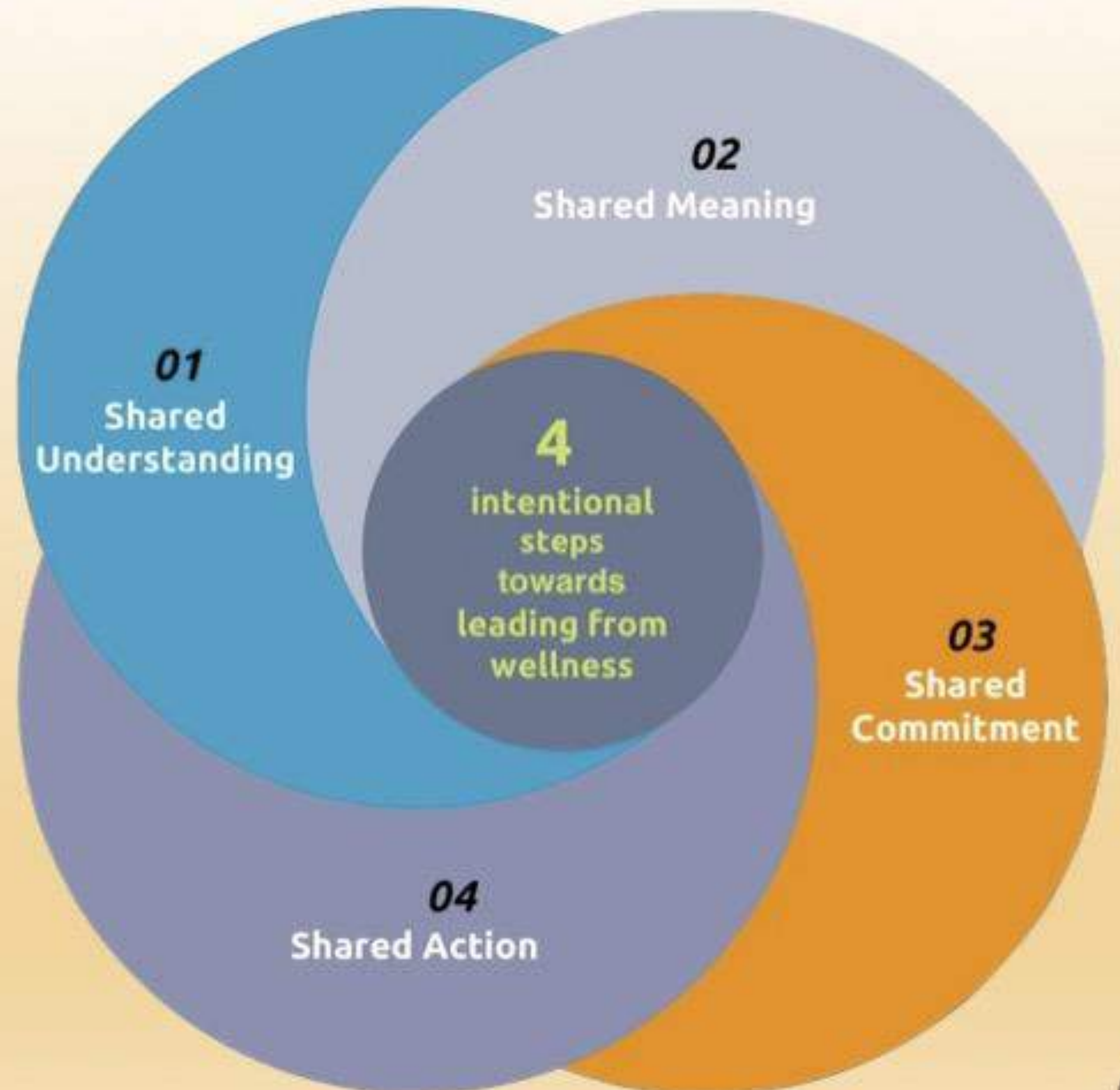
These intentional steps contribute to an increase in workplace positivity deposits.

Steps 01 and 02

from an individual perspectives to a joint perspective that emerges from collective contributions

Steps 03 and 04

people commit to a purpose or effort they create together and when they truly believe that it is important, they show up, follow through, and stick with it.



GOVERNANCE DESIGN PRINCIPLES

(Elinor OSTROM)

1. A strong group identity, including understanding and agreeing with the group's purpose.
2. Benefits proportional to costs, so that the work does not fall unfairly on some individuals and unearned benefits on others.
3. Consensus decision-making, since most people dislike being told what to do but will work hard to achieve their own goals.
4. Low-cost monitoring, so that lapses of cooperation can be easily detected.
5. Graduated sanctions to correct mis-behaviors, which begin with friendly reminders and escalate only as needed.
6. Conflict resolution that is fast and perceived as fair by group members.
7. Sufficient autonomy for the group to make its own decisions without interference from other groups.
8. Relations among groups that embody the same principles as the relations among individuals within the group.



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?**



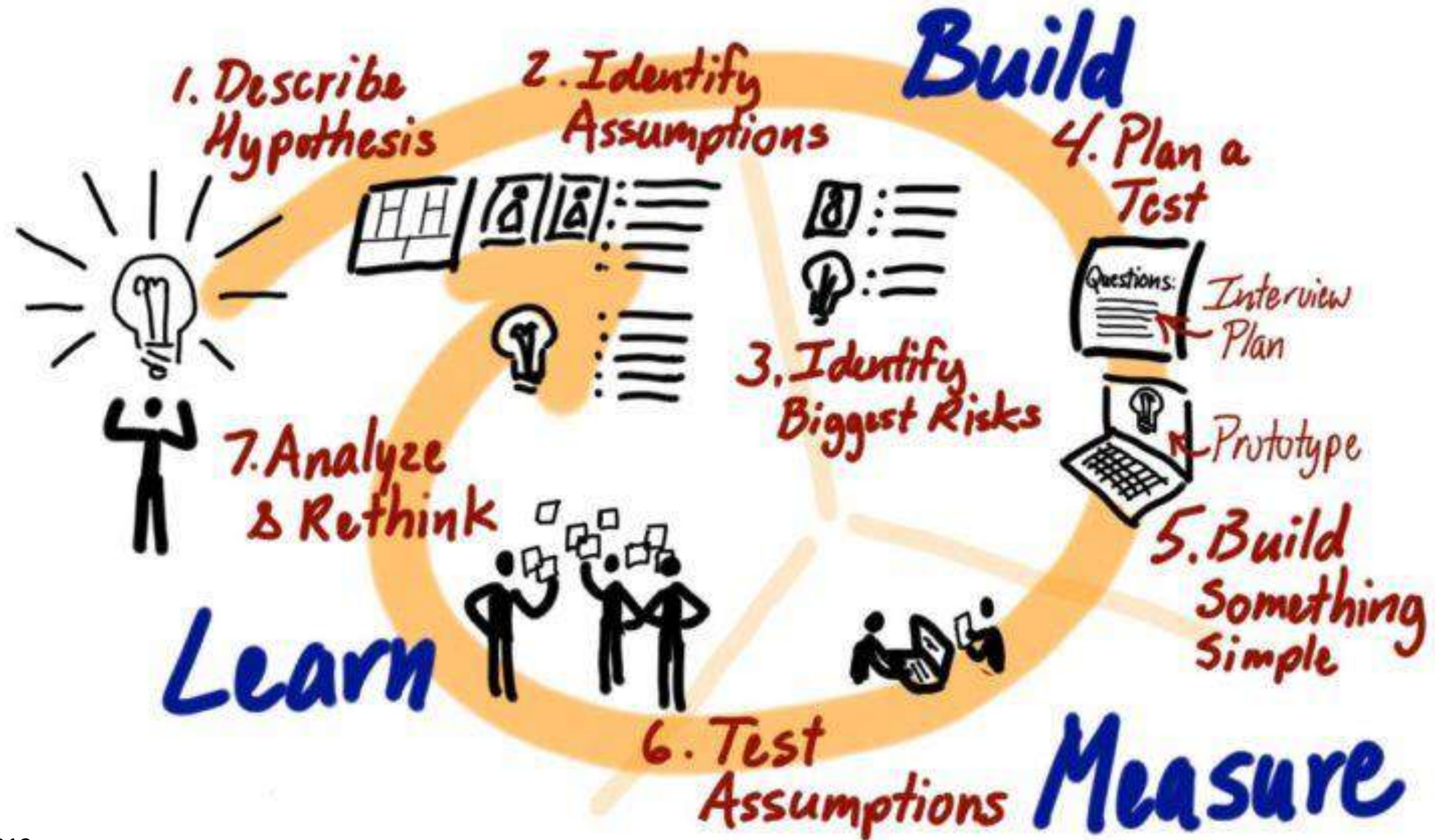
OASA'S 2021 CRITICAL SUCCESS FACTORS

- **CSF 1: Ready the Ecosystem:** To connect and leverage the nascent space ecosystem, becoming a central hub for the new Space economy in HK and Greater Bay first.
- **CSF 2: Engage the Community:** To build a membership organization and engage the members so they may help us connect the dots.
- **CSF 3: Lay the Digital Backbone:** To establish a powerful CRM and homepage as those are the core systems for membership engagement, recruitment, and information dissemination.
- **CSF 4: Innovate through Rapid Prototyping:** To develop, test, and put in place new and fun action learning modules in leadership development.
- **CSF 5: Find and Strengthen our Sustainable Value Proposition:** To create unique values and become and remain financially viable as we enhance those values.



Eric Reis' Lean Start Up Thinking

Completely changed the mindset of boards of directors from 2012



External Activities Since Sept 2020

- **1. 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)
 - **Upcoming:** Dr. Josef S of NASA (cancelled).
- **2. Monthly Bilingual Space Economy @ Wave with HKU Academy**
 - CubeSat, Space Food, Space Data, Space Tourism, 3D Printing
 - **Upcoming:** Hybrid with Pre-college crowd
- **3. Mission Moonshot Monthly Taster on One Skills**
 - Six Free Tasters: Astropreneur Mindset, Virtual Executive Presence, UX and Customer Journey, Digital Transformation, Wellness, and Change Management
 - **Upcoming:** Mission MoonShot MasterClass One, 31 July at the Consumer Council. MMM2. MMM3.
- **4. Invitational and Out-Reach**
 - HKEIE (Feb), CUHK Distinguished Speakers Series (Mar), AAMA (Apr), HKT (May)
 - KPMG Smart City (May)
 - CUHK Space Tourism (May)
 - **Upcoming:** Dutch Chambers, American Chambers, SME Chambers
- **5. University Courses, Secondary School Courses**
 - HKU, Space Entrepreneurship in Masters of Space Science
 - CUHK, Space Tourism Intro
 - HKU, BEST
 - **Upcoming:** Self branded Short Fun Games for Secondary School Students.
 - **Cancelled:** HKU, Becoming Space Ready (summer). PolyU, Mission Stargate (summer)





II. The Context



“Studies have shown that 90% of error in thinking is due to error in perception. If you can change your perception, you can change your emotion and this can lead to new ideas. Logic will never change emotion or perception.”

-- Edward De Bono



De Bono believed humour was one of the most significant characteristics of the human mind, precisely for its basis in shifting perceptions. “Let me tell you a joke,” he said. “An old man dies and goes to hell. When he gets there, he sees his friend, a 90-year-old man, with a beautiful woman sitting on his knee. He says to his friend, ‘This can’t be hell, you’re not being punished, you’re having fun!’, to which his friend replies, ‘This is punishment – for her!’”

think
different.

By Seeing Differently...



Fundamental Values at OASA

- Spaceship Earth: Zero G, Zero border, Zero Pollution
- Zero Militarization of Space
- Zero Tolerance – i.e. Racial, Social, Geographical, and Age biases.
- Zero Ignorance
- Zero Fanatics in Politics, Religion, and Tribalism



III. OASA's Customer Segments, Value Propositions, and Products



OUR HOW



1. THE FLYWHEEL

- THE HOW
- OUR GROWTH STRATEGY



FLYWHEEL



1. Help build momentum
2. The key is to build a flywheel that, when you feed any part of it, naturally accelerates the entire loop
3. And don't think of marketing as a part of your flywheel, Marketing supports initiatives; it's not an initiative in and of itself.

FLYWHEEL

Then = Funnel
Customers as an afterthought



Now = Flywheel
Customers at the center

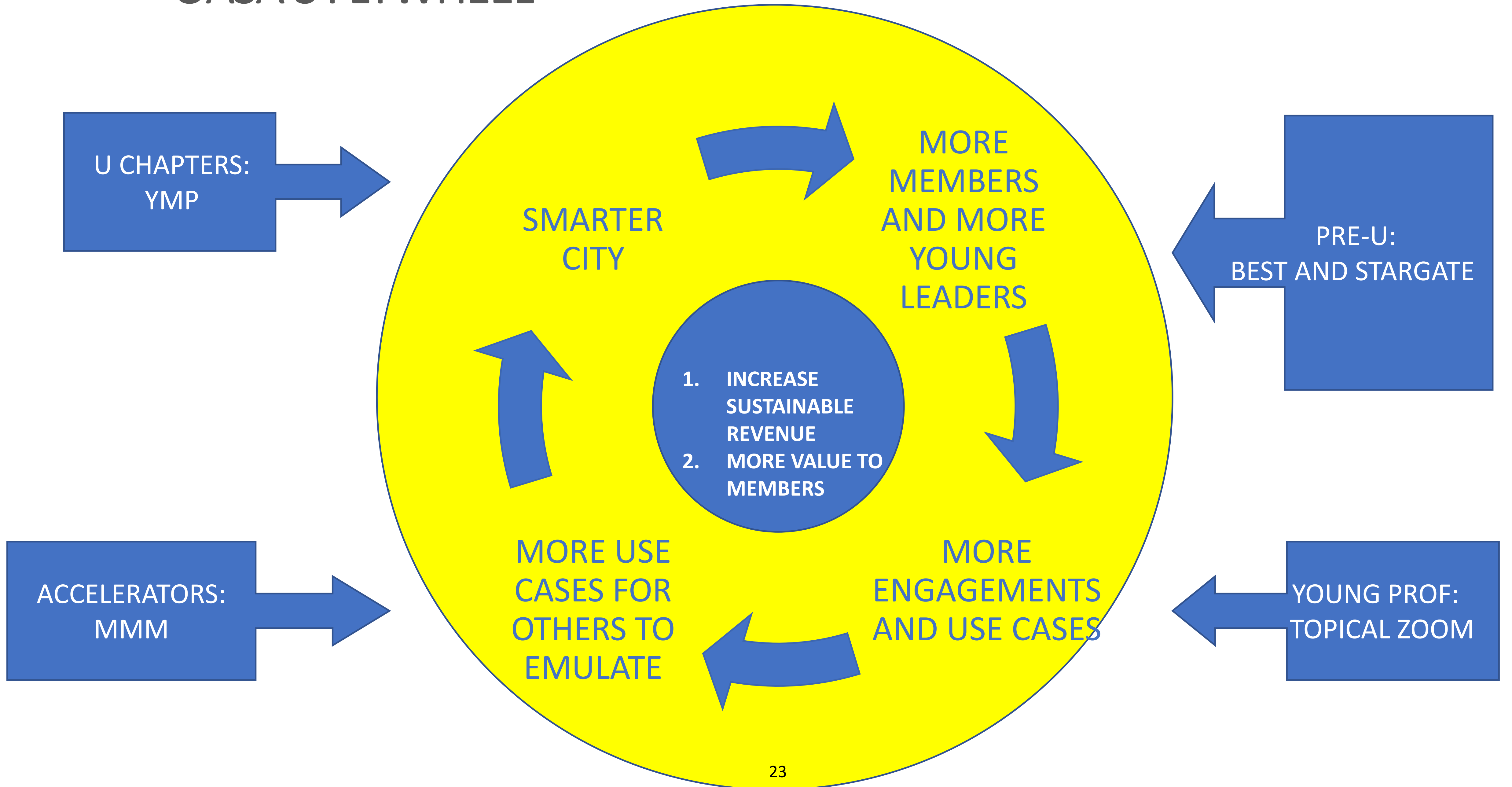


FLYWHEEL EXAMPLES



AMAZON

OASA'S FLYWHEEL



OASA VMV

VISION

HONG KONG AS A SPACE PORTAL
BY 2030


KEY MISSIONS

DELIVERY OF THREE MISSIONS
1.SPACE “XCCELERATORS”
2.SPACE READY
3.SPACE PIONEERS AND
AMBASSADORS



IV. OASA's "Consolidating" Business Model

A ***Business Model*** describes the rationale of how an organization creates, delivers and captures value.



Order of Building Blocks



Ideal Order (but not always true)

1. **Customer Segments**
2. **Value Propositions**
3. **Channels**
4. **Customer Relationships**
5. **Revenue Streams**
6. **Key Resources**
7. **Key Activities**
8. **Key Partners**
9. **Cost Structure**

Business Model Canvas for amazon

Real-life example

Real-life example

Key Partners



- People who sell on the platform.
- Bloggers who earn a commission for any referrals that lead to a sale.
- Independent authors who publish their works through Kindle Direct Publishing.
- Companies providing storage spaces.

Key Activities



- Development, maintenance and expansion of its platform.
- Management of the entire supply chain
 - Cloud computing
- Production of films, series from its video platform
- Marketing all its products and services.

Key Resources



- Its technological infrastructure, which needs to be broad and very secure, in order to keep the whole chain running without interruption and without losses
 - Offices and warehouses
- Human resources (e.g. designers, engineers, developers etc.)

Value Propositions



- Jeff Bezos defines that Amazon's business model is based on three value propositions: low price, fast delivery and a wide selection of products.

Customer Relationships



- Amazon's focus is to have a healthy and long-lasting relationship with its customers.
 - They maintain several communication channels open with their consumers, such as reviews and comments on the platform, phone, online chat and email contact.

Channels



- The Amazon website is its largest and most important channel.
- As an internet-based company, its marketing is basically digital, including advertisements, sponsored publications and e-mail marketing.

Customer Segments



- The customer segments of Amazon can be divided into basically three groups: sellers, buyers and developers.
- Sellers are all the companies that use the Amazon's e-commerce platform to sell their products.
- Developers are all the community involved with the Amazon Web Services (AWS).
- And the buyers are the millions of people across the world who acquire products and services through Amazon's channels. Amazon tracks its customers based on some characteristics, such as interest, engagement and personal information (age, gender, geographical space, language, among others).

Cost Structure



- IT structure.
- Customer service centre.
- Software development & maintenance and information security.
 - Marketing.
- Fulfilment centres.

Revenue Stream



- Amazon Marketplace: Amazon asks for a fee from its sellers
- Amazon Prime: subscribers have access to videos, music, and a free two-day shipping
 - Amazon Web Services: a low-cost complete IT structure platform
- Amazon Kindle: Users can buy, browse and download books, magazines & newspapers
 - Amazon Advertising, which offers sponsored ads

Business Model Canvas for OASA

Caption:

Feasibility

Desirability

Viability

Key Partners



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Key Activities



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Value Propositions



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Customer Relationships



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Customer Segments



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Key Resources



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Channels



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Cost Structure



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Revenue Stream



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Connectivity





Additional Information

A LOT OF
PROBLEMS
IN THE WORLD
WOULD
DISAPPEAR
IF WE TALK
TO EACH OTHER
INSTEAD OF
ABOUT EACH OTHER



**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.**

1. 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.**



1. The Young Marco Polo Program

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.

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.



2. 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.

Program Deliverables of the 3-Month Mission Moonshot Masterclass I

For the Company and For the Individual

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
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**.

NEXT PRACTICES LAB

GOVERNANCE FOR TRANSFORMATION

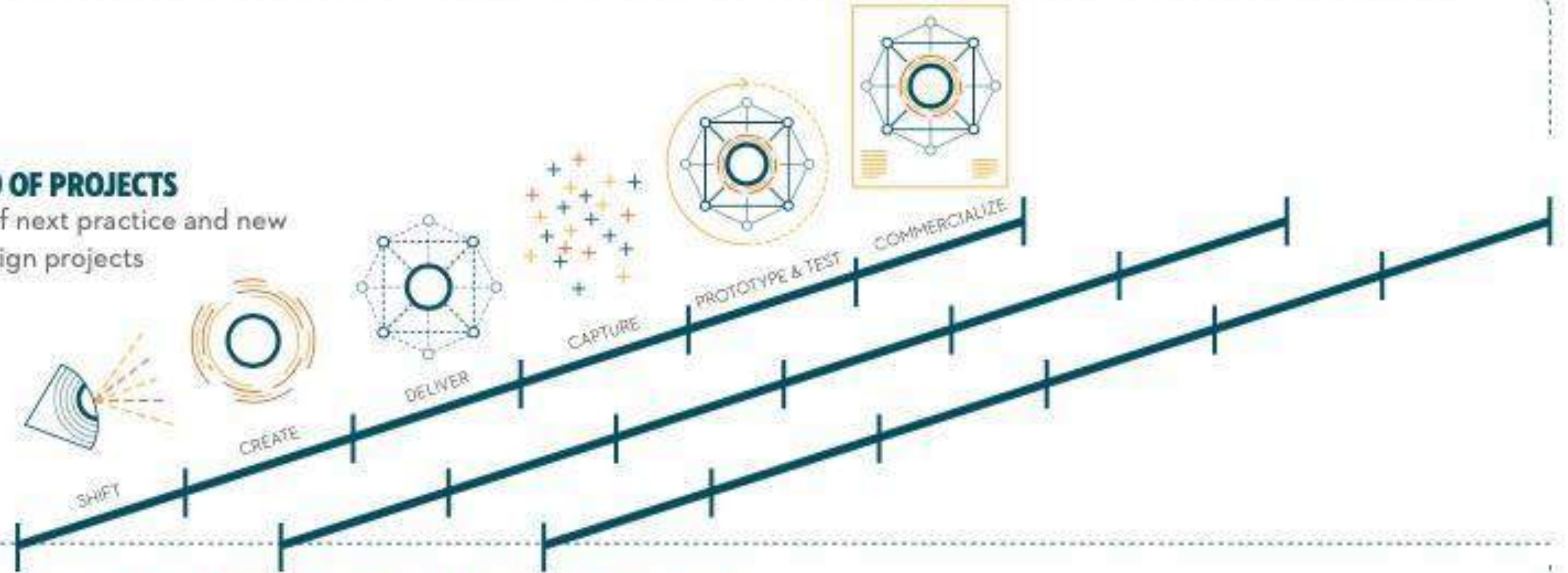
Providing sponsorship, oversight, resources, and decision making processes

ONGOING PORTFOLIO OF PROJECTS

Running an ongoing portfolio of next practice and new business model design projects

SOURCING PROJECT IDEAS

Identifying and selecting transformational project ideas



CUSTOMER EXPERIENCE AS A DESIGN FOUNDATION

Ensuring that customer experience and job-to-be-done is the foundation for design

STORYTELLING AND ENGAGEMENT

Storytelling builds emotional connections and engagement to drive transformation



Key Offering of YMP and MMM

- **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.

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.



Useful References



- Canvanizer's Free Shareable Canvas: <https://canvanizer.com/new/lean-canvas>
- Strategyzer's Free Canvas: <https://strategyzer.com/canvas>
- How to Build a Startup (Free online guide): <https://www.udacity.com/course/how-to-build-a-startup--ep245>
- Useful apps: Start up Canvas. Download the app or go to this website: <https://fourweekmba.com/lean-startup-canvas/>

46



• Thank you

To the space and beyond.

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