



**Why be just an Entrepreneur when you can be an
Astropreneur?**

Building a New Venture in the NewSpace Economy
(Dr. G, 29 July 2021)



The Overview Perspective

The Overview Effect

https://www.linkedin.com/posts/interestingengineering_the-overview-effect-it-will-transform-how-activity-6823249312944848896-owch

SOURCE: INTERESTING ENGINEERING





**The True Meaning of
the Space Economy
for Hong Kong/GBA
...and You.**

Space Economy for HK is about the **activities** of downlinks, data, and products and services deliveries at a distance, for another time, and to be used on demand.

Opportunities Await the Prepared Mind

- Tele-Communication and next Gen IOT
- Compliance, Climate Change, Big Data and AI Applications
- Digital Mastery, Geo Space Intelligence
- Frictionless Machines and Robots
- Asteroid Mining
- Capital Raising for Space Tech
- Space Law and International Relations
- Space Arbitration





Space technologies are everywhere if we know where to look

- Is it raining tomorrow?
- Where do I dry to? Does my car know?
- GPS and Beidou locational
- 5G and 6G



Tracking pollutants, monitoring landslides and flash floods

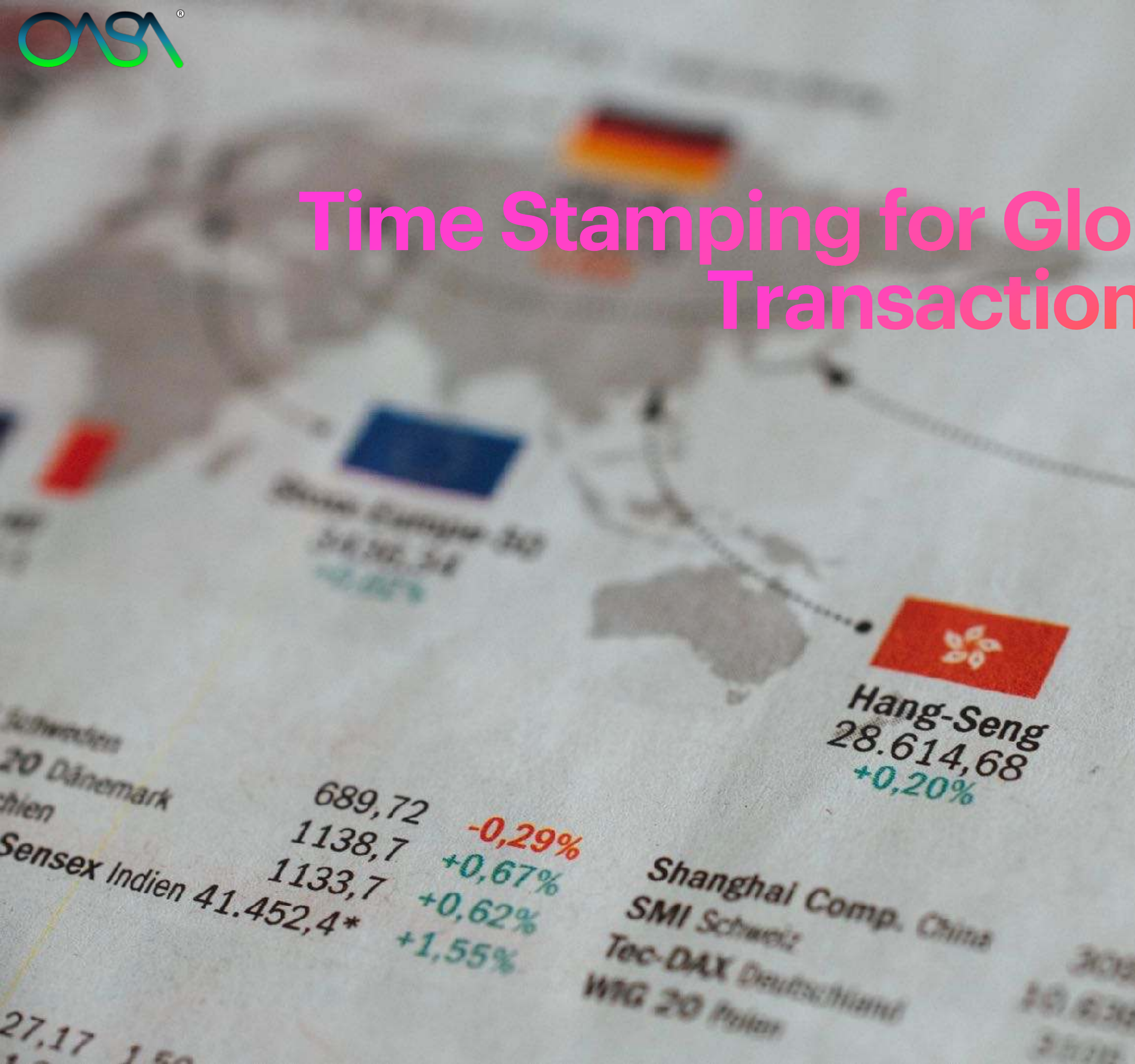


Source: NBJ and Macau Photo Agency

Broadcasting and Telecommunication



Time Stamping for Global Financial Transactions





Avoiding Maritime Disaster, Underwriting Insurance, and Smoothing Logistics





**Did you know that space tourism
has arrived in Hong Kong?**





**But “How” do I become an
Astropreneur?**



What do angels and VCs like to invest in?

Case: Space Capital's Systematic Investment Philosophy

Investing in Tomorrow's Star Businesses

- **Alignment:** Thesis and Value Driven (Investor \Leftrightarrow Investee)
- **Diligence:** Intentional and Diverse (360 view of the Investee - board, management team, customers, products and services, perceived risks)
- **Synthesis:** Quantifiable and Comparable:
 - Team (30%), Deal Dynamics (12%), Product and Services (12%), Board/Governance (9%), Business Model (9%), Market (9%), Competition (9%), and Financial (9%).
- **Decision:** Unanimous

Source: Space Capital, 2021.

Are you or your new start-up worth investing in?

- **Market Mindset:** How well do you understand your markets? What do you hear? Do you truly listen?
- **Character:** Grit? History and Habits. Do you give up easily?
- **Customers:** Would they love you? How do you give back?
- **Control:** What to hold and what to give?
- **Are you ready?**





Appendix



I. What is the Orion Astropreneur Space Academy (OASA)?



HONG KONG

H O N G K O N G



Home made

in **HK**





- SPACE PORTAL : HONG KONG -

GRAND OPENING | 20 FEB 2021

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**

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.





Connectivity