
Mission StarGate

Winter BaseCamp





What's Entrepreneurship and Astropreneurship?

Why be just an
Entrepreneur when
you can be an
Astropreneur?
Dr. G.

For Winter 2021 | OASA x IVE KT

Mission StarGate

Winter BaseCamp



Today's Agenda

- I. **What is an Astropreneur? (An entrepreneur who builds a new venture in the NewSpace Economy).**
 - II. **Why learn to be an astropreneur now?**
 - III. **Your Project: How might your new venture look like? (Combining Design and Business)**

(30 - 45 minutes)

Why we are here today?

*Welcome to a New Journey of Self-Discovery and Mind
Opening in the NewSpace Economy*

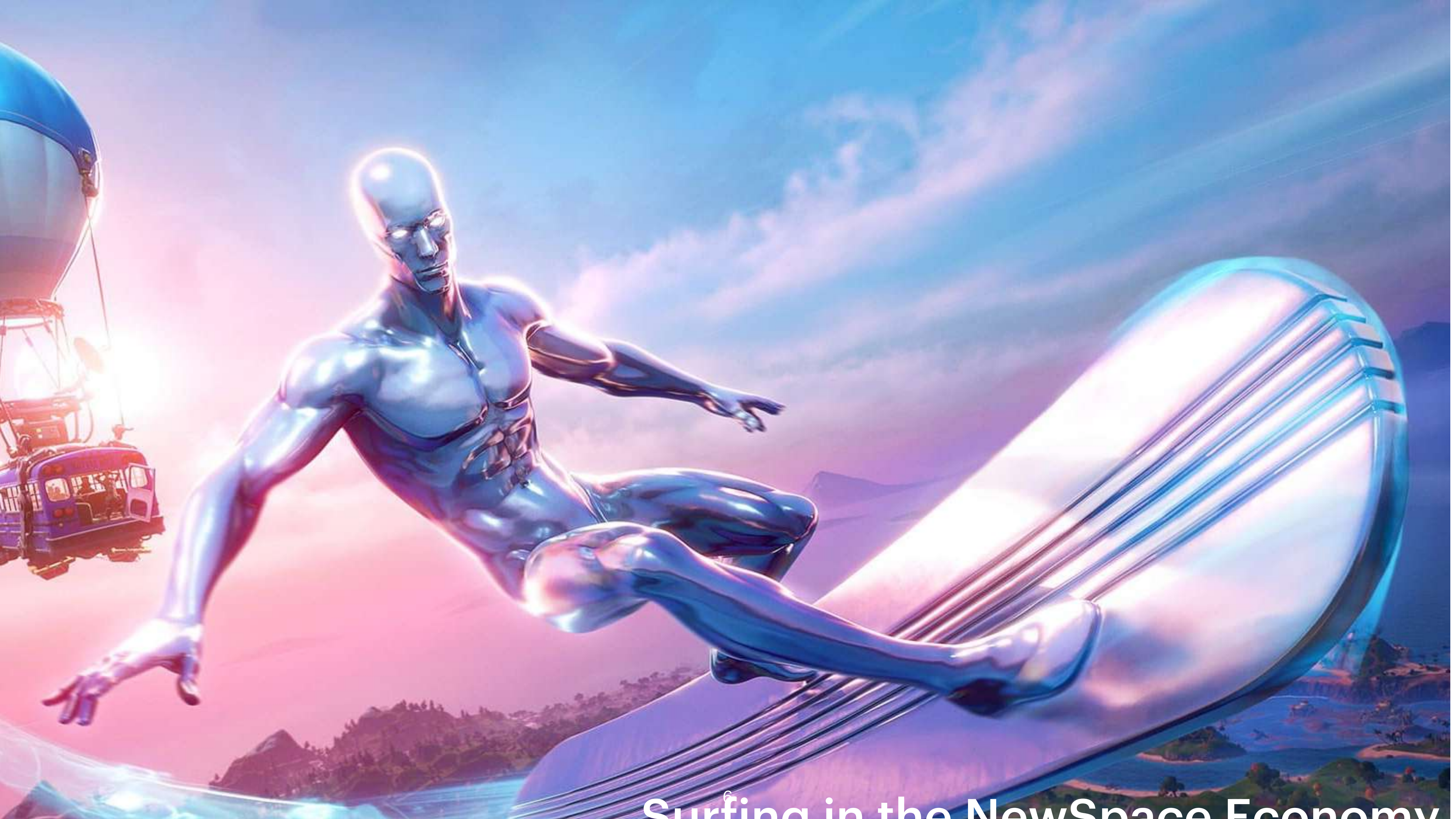
Introducing Dr G

Session Objectives

The Astropreneur's Mindset

- I. Learn what it takes to be an Entrepreneur, then an Astropreneur.
- II. Learn to think out of the box. Our Mind is our Greatest Gift. Learn to Power it.
- III. Learn to sense NewSpace. Feed this wild monkey with the right food.

Dr. G. OASA @2021



6
Surfing in the NewSpace Economy

https://www.linkedin.com/posts/world-economic-forum_wearing-green-never-looked-so-good-activity-6822585821980368896-qHbc

What can you do with your old clothes? (BrainStorming)

SOURCE: WORLD ECONOMIC FORUM, 2021





**Where's the fire? Why now?
What opportunities await us?**

Uplink

<https://www.linkedin.com/feed/update/urn:li:activity:6789502864248098816/>

Submit Your Ideas on Climate Change



Mobilising Action on Climate Change

https://uplink.weforum.org/uplink/s/uplink-issue/A002000000VOR0UAAC/MOBILIZING-ACTION-ON-CLIMATE-CHANGE?utm_campaign=18-04-2021-5Y-100-YEARS-TO-CLIMATE-CHALLENGE&utm_medium=social-video&utm_source=linkedin



Sir David Attenborough.

<https://youtu.be/iKooqQTRERnA>

I. What is an Astropreneur?

***I am an Astropreneur.
We are Astropreneuers.
You can be an
“Astropreneur” too.***



A glowing blue jellyfish is the central focus of the image, set against a dark blue background. The jellyfish's bell is translucent with a vibrant blue and purple glow, and its tentacles are also illuminated with a similar ethereal light. The overall aesthetic is futuristic and serene.

Entrepreneur + Space Mindset =
An Astropreneur

A. Learn to be an Entrepreneur...An Astropreneur

***“Entrepreneurship is that willingness, that character,
as well as that ability... to sense, seize, and act on
opportunities. Some people wonder what happens.
Entrepreneurs make things happen”***

<https://www.onmindsandmotion.com/blog> By Malte, 2021

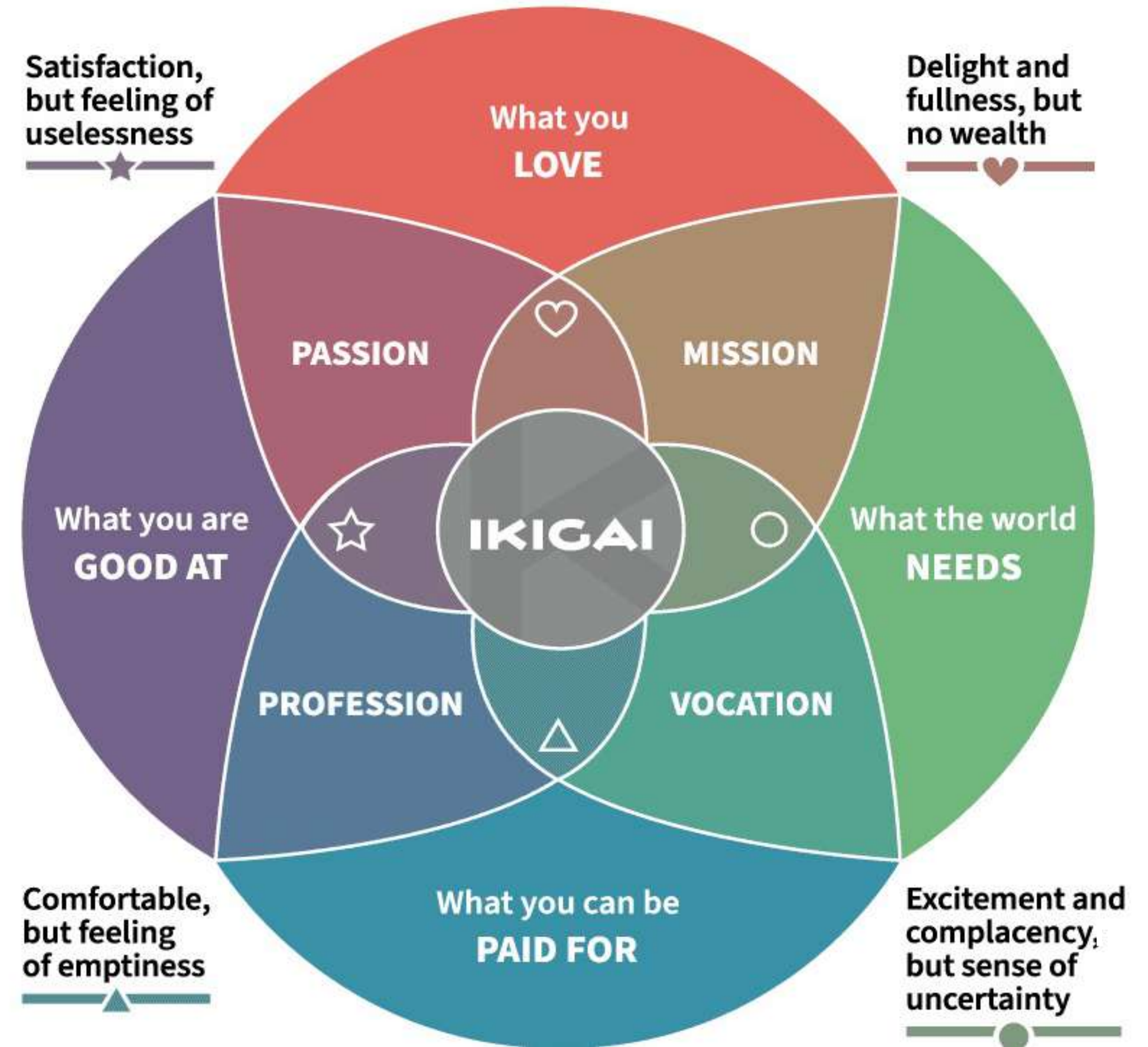
**Are you an entrepreneur? If
yes...are you ready?**

How might we become an Astropreneur?

SOURCE: KANBAN.ZONE

IKIGAI

A Japanese Concept That Means, "A Reason for Being"



What is an Entrepreneur?

- An Entrepreneur is **a problem solver**. S/he loves solving everyday problems.
- An Entrepreneur likes to get his hands dirty. **He is not a spectator.**
- An Entrepreneur is the **first one to jump** into something without thinking because s/he understands the solutions are out there, not in here. One has to venture out.
- An Entrepreneur can sense pain as well as anyone, **but s/he is the only one willing to find a solution to reduce that pain.**
- An Entrepreneur only gets more passionate after s/he has failed and has learnt from that failure.
- An Entrepreneur who has a solution for the NewSpace Economy is an Astropreneur.

“It is a way of thinking that enables you to overcome challenges, be decisive, and accept responsibility for your outcomes. It is a constant need to improve your skills, learn from your mistakes, and take continuous action on your ideas. Anyone willing to do the work can develop an entrepreneurial mindset.”

Hack the Entrepreneur

What is an entrepreneur?

entrepreneur | ˌɒntrəprəˈnoʊr |
noun

a person who has possession of a new idea and assumes significant accountability for the inherent risks and outcomes to make it a reality.

• *see also* New Tech learner



ENTREPRENEURIAL
MINDSET

The Iceberg Illusion

Success is an iceberg



WHAT PEOPLE SEE

Persistence



Failure



Sacrifice



Disappointment



WHAT PEOPLE DON'T SEE

Dedication



Hard work



Good habits



@sylviaaduckworth



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“ I've missed more than 9000 shots in my career. I've lost almost 300 games. 26 times, I've been trusted to take the game winning shot and missed. I've failed over and over and over again in my life. And that is why I succeed.

— Michael Jordan

But whatever the venture questions being posed, we will need you to become systems leaders who can listen well, work outside one's discipline, one's culture, and one's mindset.

Entrepreneurship is about active exploration.

Dr. G's Journey on his River of Life



Section One Summary

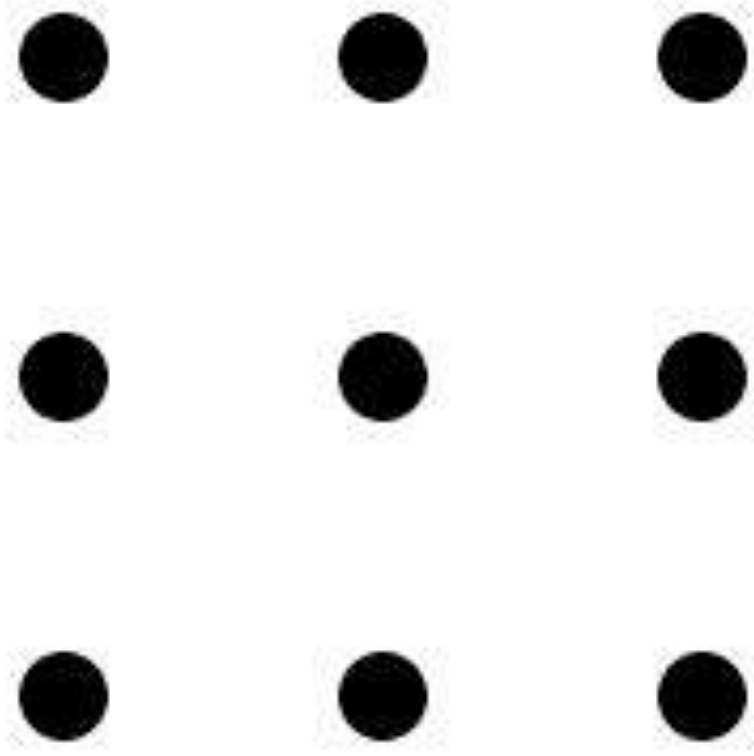
- Do you ever want to be fired from your job that you thought you like?
- Do you want to be your own boss?
- Do you want to succeed as an entrepreneur...an astropreneur?

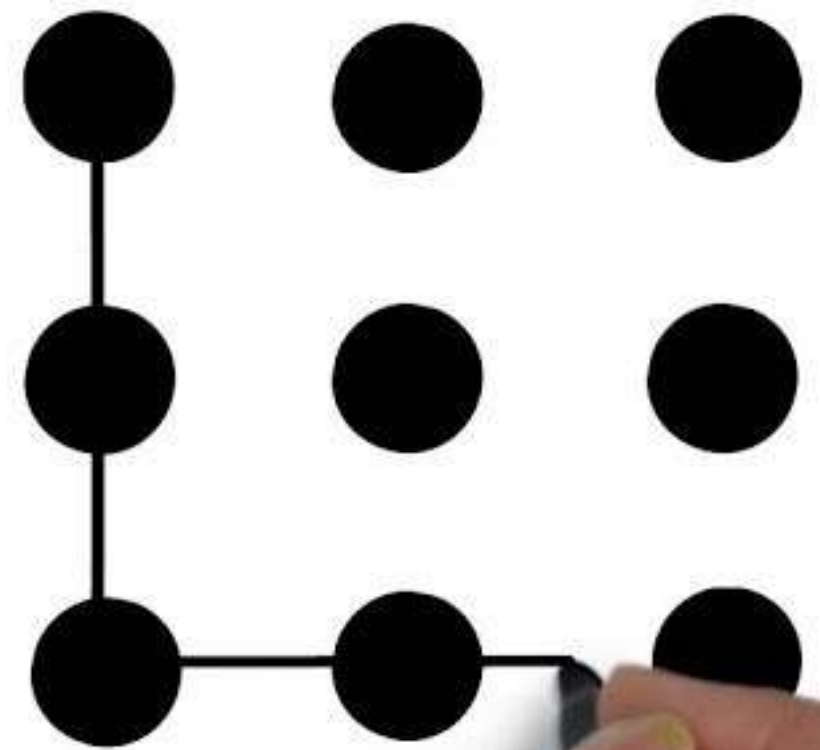




**But “How” do I become an
Astropreneur?**

**B. Learn to think out of the box,
like a true “Astropreneur”**



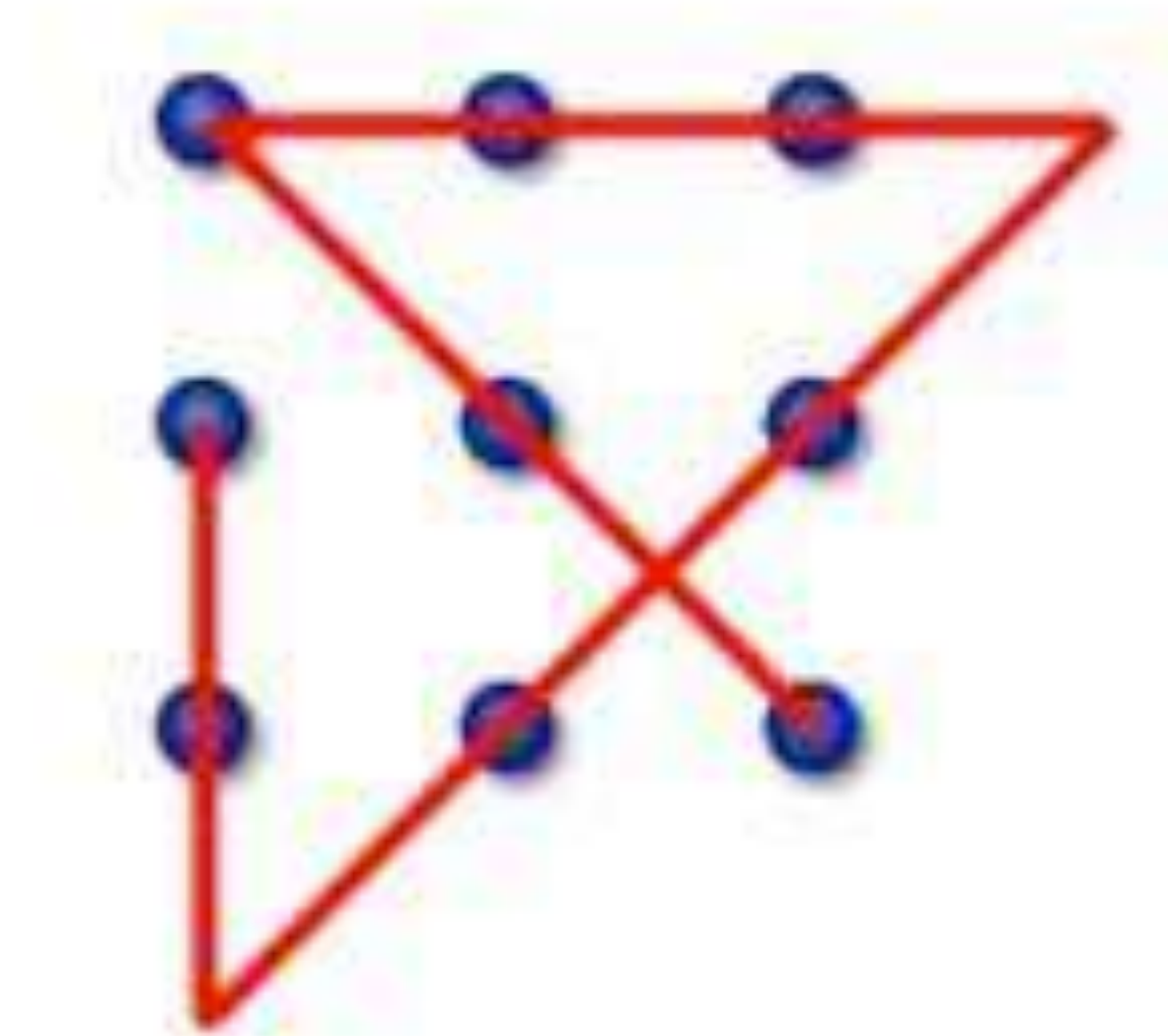


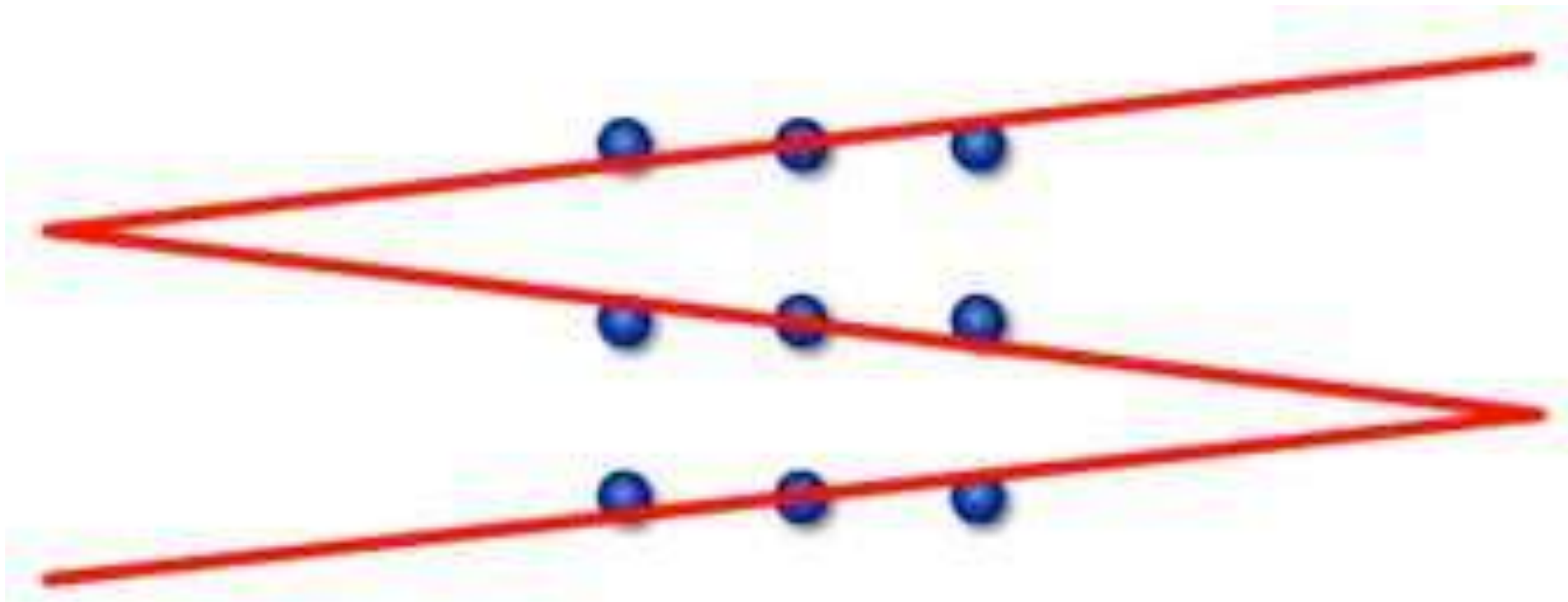
CONNECT ALL NINE DOTS WITH:

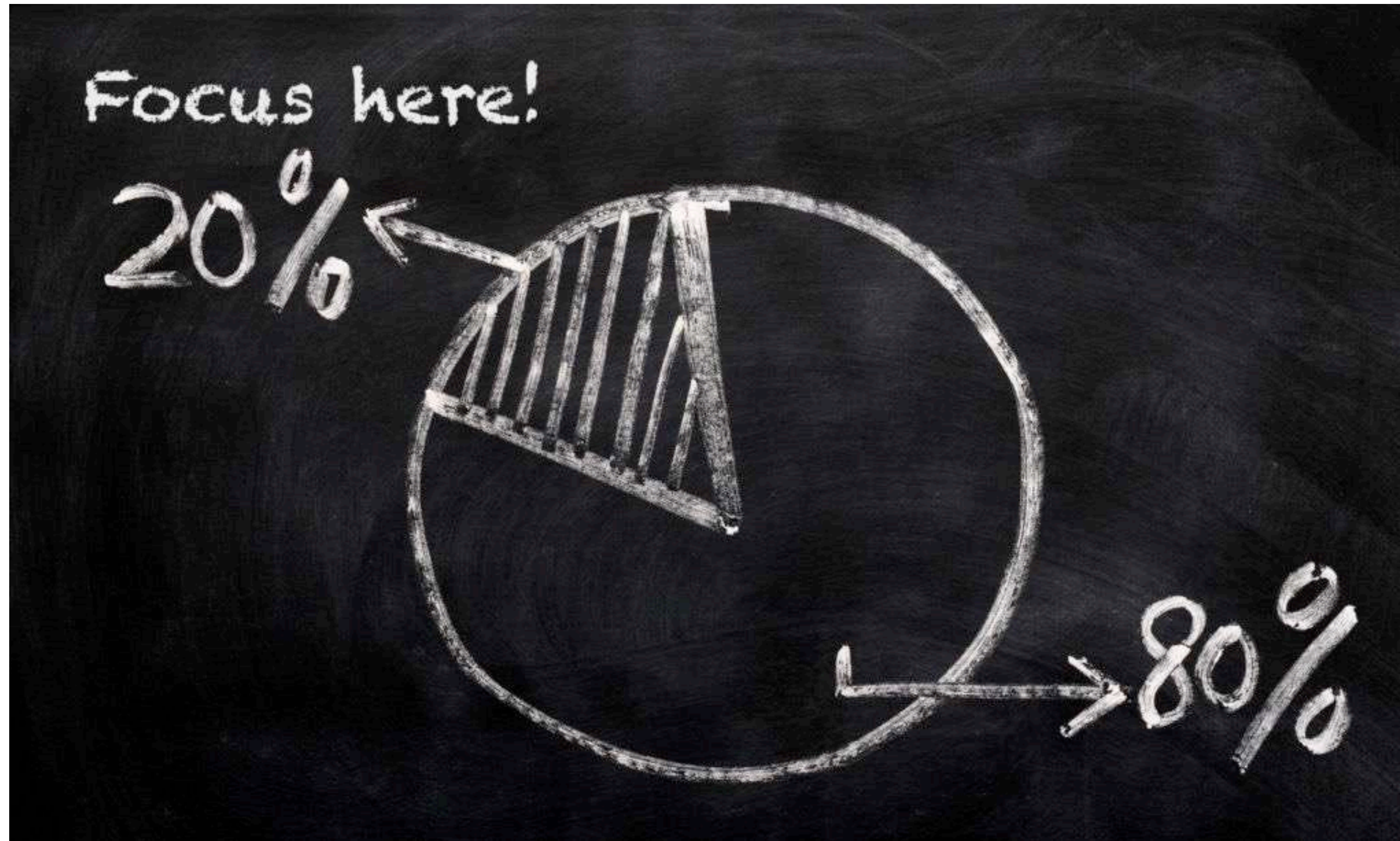
- 1) FOUR STRAIGHT LINES (OR FEWER)
- 2) WITHOUT LIFTING YOUR PENCIL
- 3) WITHOUT RETRACING YOUR PATH



The Next Century's Way of Thinking Out of a Box







Without the 80% of that entrepreneur's mindset, even customers are useless to your cause. The other 20% where you should be focusing your ventures will never get its chance to exercise itself.

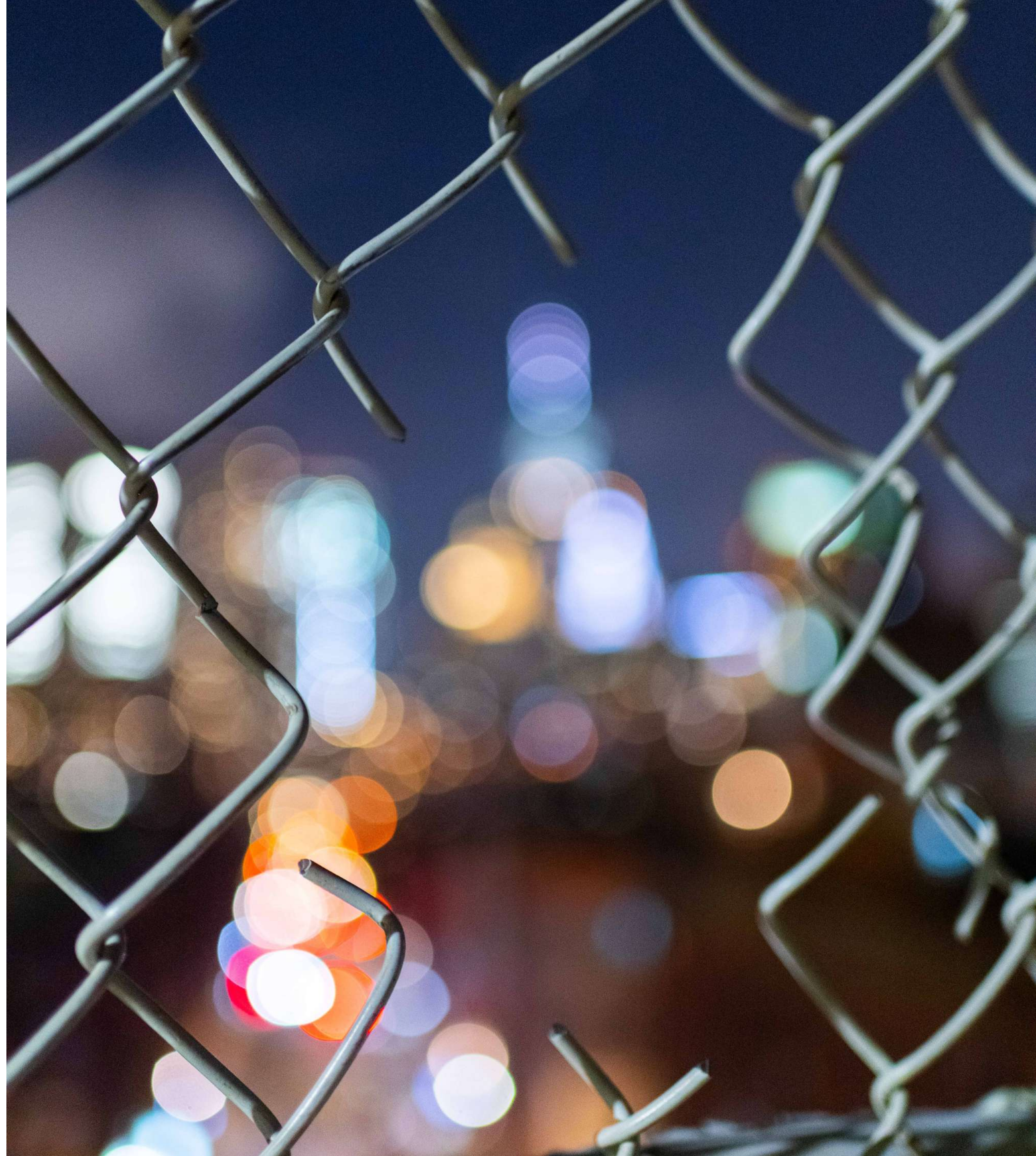
**All Companies Need Executives Who Can Think
Out of the Box, Without Exception. Can you?**

Dr. G. OASA @2021

III. Learn to Sense the NewSpace

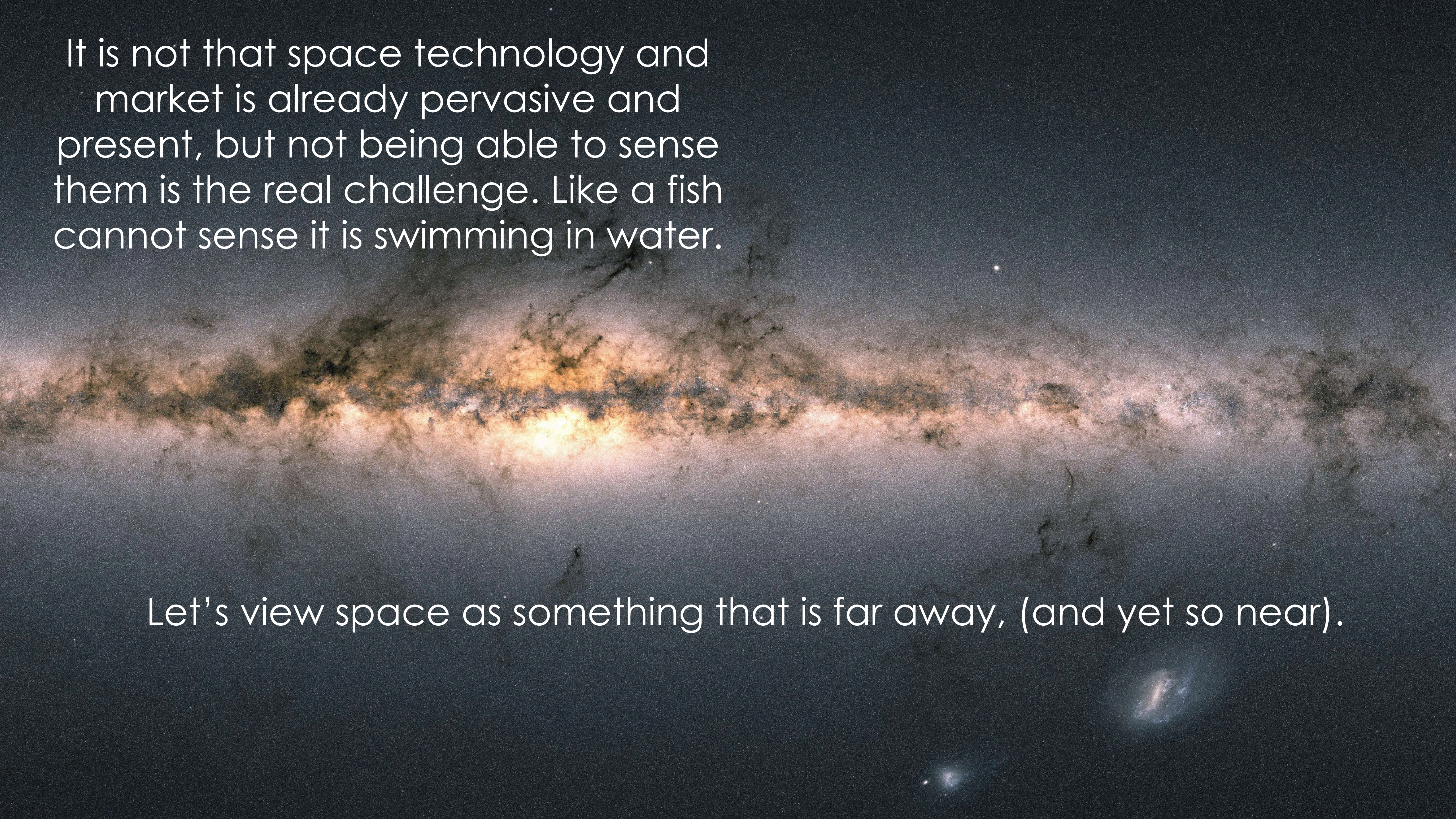
What is this Space Mindset?

- Is the Space Economy already here?
- Space is far, far away; but also right here with us.
- Market and data driven
- Reliant on trust, technology, and timing
- Moment of trust happens later; returns are not possible; likely what's brought won't work.



It is not that space technology and market is already pervasive and present, but not being able to sense them is the real challenge. Like a fish cannot sense it is swimming in water.

Let's view space as something that is far away, (and yet so near).



Enhance Your Space Domain Awareness



**Space is all around
us. It is “nature.”**

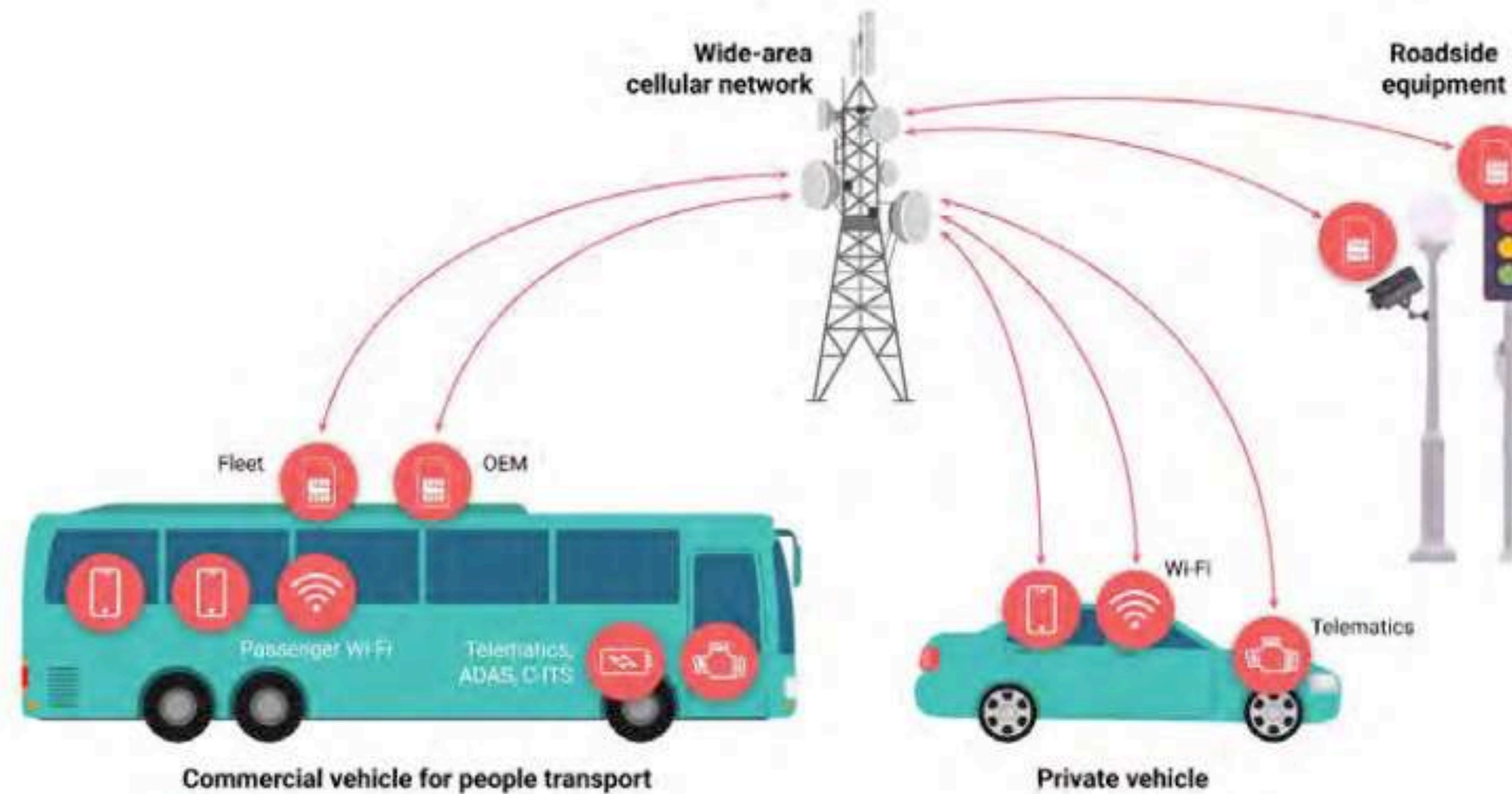


Opportunities Await the Prepared Mind

- Space Data
- Compliance, Climate Change, Big Data and AI Applications
- Digital Mastery
- Frictionless Machines and Robots
- Asteroid Mining
- Capital Raising for Space Tech
- Space Law and International Relations
- Space Forces and Space War
- Space Hotels, Space Tourism, Space Food, and Space Theme Parks.
- **Food, Shelter, Transport, Fun and Adventure, and Access**



- By 2025, according to TOPIO, every new vehicle will be connected. Estimates predict that is 1000 times larger than the present volume.
- Automotive digital services, high-definition mapping, vehicle quality control, vehicle to vehicle communication, and location-based services have been forecasted to exceed US\$ 150 B by 2025.
- **V2X is another tipping point for many countries**



Source: AECC and AECC member Ericsson, 2021

**Space Tourism is one of the First Tipping Points ...;
Horizontal Liftoffs in 2022?
1-hour anywhere by 2023?**



Communications

- **Implications:** Improvement in sensing, metrology, navigation and timing, state discrimination, secure communication (QKD), and computing.
- **Applications:** From Satellite Wifi to Quantum internet. Optimisation problems in businesses and logistics, remote clock synchronisation, making buildings smarter and alive. Smart City. Smart Hotels. Smart Buildings.
- **Video by EX and Goldman Sachs:**
<https://www.youtube.com/watch?v=9xCjvEAQ1fg>

Source: Sidhu et al, (2021) "Advances in Space Quantum Communications", IET Journals. 23 Mar 2021.

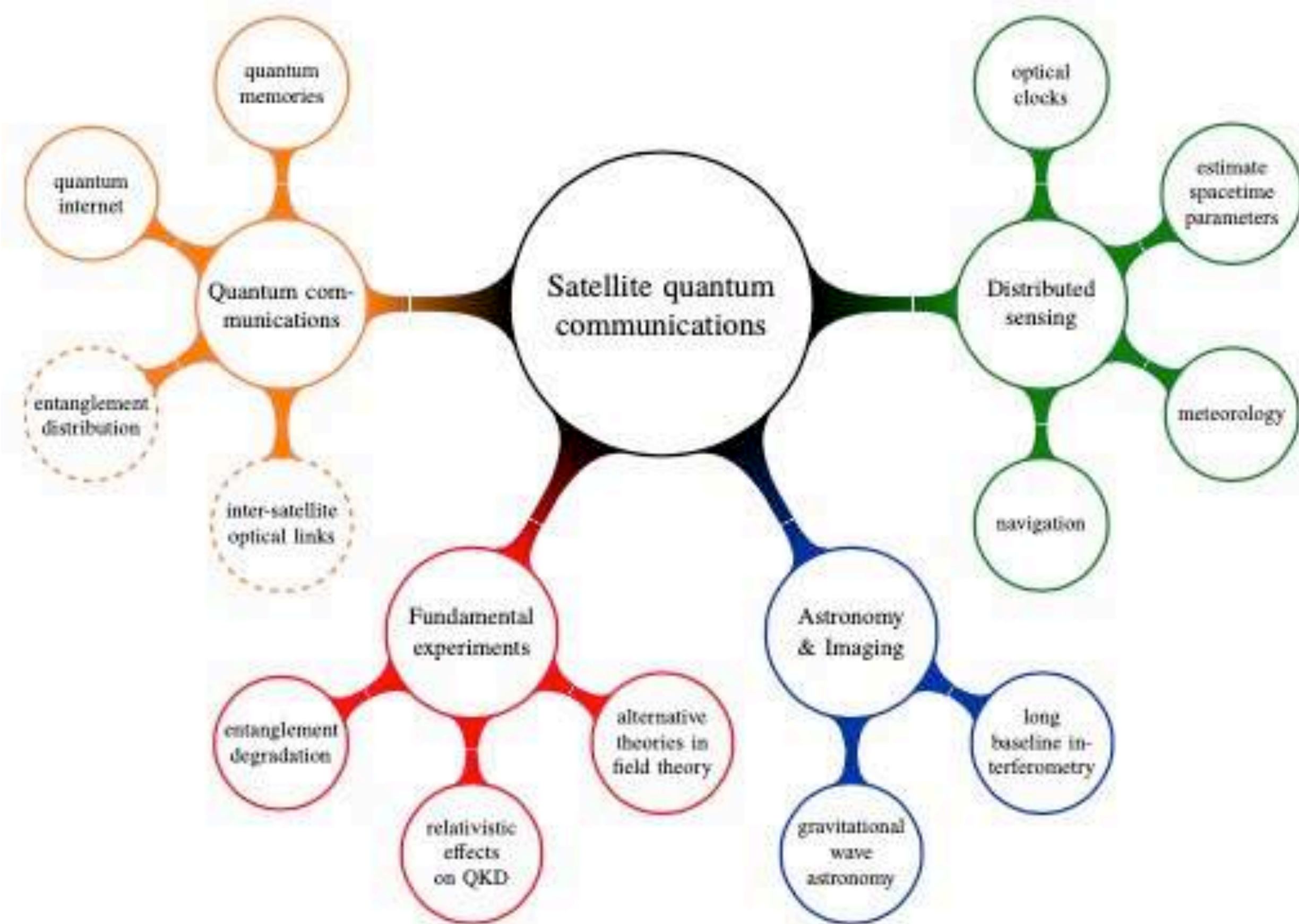


Fig. 9: Mindmap of future experiments in fundamental Physics that could take advantage of a satellite-based quantum communication platform. Different applications are colour-coded according to different quantum technologies. Dotted circles indicate proof-of-concept experiments that would enable further progress of technologies.

Food Safety

- **Radiation:** Japan to dump radioactive water from Fukushima reactors into the Pacific (before 2022)
- **Safe Temperature** – Growth of bacteria or viruses most often occurs during the dangerous zone from 4 C to 60 C. Therefore, eating food placed in room temperature for, say two hours, could be dangerous. (HK Gov't Website)
- California find *Listeria Monocytogenes* in Mushrooms, triggers nationwide recall. This bacteria can grow below 0 C and dangerous to elderly, newborns, and patients with weak immune system. Symptoms are persistent fever to headache to meningitis. Can be found in soil, human and animal faeces (Food Safety News, 31 May 2021)



Conclusion

Get Going!

- If you want to do online, buy something online first. Then start building your list.
- If you want your own business, start now and appreciate the power of involving your boss as your sponsor.
- If you want to become a KOL, start blogging.
- Do or Don't Do. But don't try.
- Read as much as you can about the NewSpace economy





IKIGAI

“We are what we repeatedly do. Excellence then, is not an act, but a habit.”

Aristotle

References and Additional Information

Supplemental Online Courses to Consider

(By Hack the Entrepreneur)

- [Entrepreneurship Specialization from Wharton University of Pennsylvania](#)
- [Y Combinator's Startup School](#)
- [Developing Innovative Ideas for New Companies: The First Step in Entrepreneurship](#)
- [Become a Digital Marketer Nanodegree Program](#)
- [Introduction to SEO: Tactics & Strategy for Entrepreneurs](#)
- [Shopify Tyrant: How to Start an Ecommerce Biz from Scratch](#)
- [Startup & Small Business Law](#)
- [Finance & Accounting for Small Business & Entrepreneurs](#)
- [How to Start Your Own Business](#)
- [Essentials of Entrepreneurship: Thinking & Action](#)
- [How to Come Up with Killer Business Ideas](#)

How to sustain that entrepreneurial mindset?

A habit a day...

- Keep good time. Know which way is up. Mindful of self.
- Have a hundred things going at any one time, but still remain focused.
- Open to new learning opportunities. Life-long student.
- Seek to understand first; then to be understood. Listen well.
- Own up. Offer few excuses.
- Start even if you don't have all the pieces.
- Deals with facts, not fluff.
- Want to provide something of value, like to help others, like to make something new.
- Hang around with other entrepreneurs.
- Hold contradicting facts in one's head, and both can be correct.
- Be thankful and learn to be optimistic. It's a long journey. Don't beat yourself up.

References

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Are You Ready?



OASA Hong Kong | www.oasahk.org

Orion Space
Astropreneur Academy