

# SPACE ECONOMY

Strategy, Technology,  
Policies, Products,  
Services and Business

# The Next Space Frontier

Space Economy as a worldwide phenomenon, involving both individuals, Industries and Space Agencies. Morgan Stanley's estimates that the roughly \$350 billion global space industry could surge to over \$1 trillion by 2040. It's estimated that there are now more than 10,000 firms and around 5,000 investors involved in the space industry: The venture capital funding for global space-tech companies has reached \$6.2 Billion.

Although the 'Space unicorns' have caught the eye of the media, hundreds of other new startups, operating in the Space Sector have been created in the past decade, enhancing the potential of space entrepreneurship. Space is the new economic frontier, included by the G20 as one of the 22 priorities of its agenda. A growing number of "New Space" companies, together with Space Agencies and entrepreneurs, are building a new business model.



6 Weeks



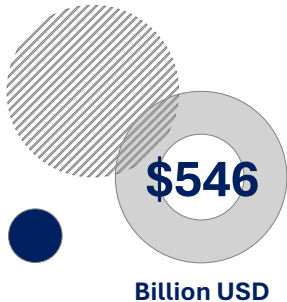
6-7 Hours a week



Online



Limited Number of Participants



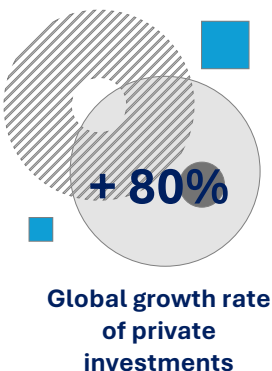
The global space economy reached a new high of \$546 billion in 2022. The 2022 figure is 91% greater than a decade ago, and 209% greater than Space Foundation's first analysis of the 2005 global space economy.

Source: The Space Report, Space Foundation

In Q4 2023, Space Economy investments rose 31% QoQ, totalling \$4.6B across 108 companies. Over the last 10 years, there has been \$298.0B invested into 1,832 unique space companies.



Source: Space Investment Quarterly Report, Space Capital



The global growth rate of private investments in space in the period 2017-2021 was +86% (compared to +14% of the overall European economy). Considering those figures, in its Agenda 2025 ESA has made boosting commercialisation for a green and digital Europe one of its top five priorities.

Source: Accelerating Space Commercialization, European Space Agency,





## About this Course

SEAC professional online course Space Economy is a program exploring business and commercial opportunities in the space industry. The course draws on the new space economics trends, challenges and needs belonging to the space business. You will touch on the key elements of the Space Economy from the technical aspect, to the new space policy, to funding, business models and market exploration.

The Program is built of 6 main modules to cover the growing demand for business education in the field. The student experiences a 6-weeks program with an international curriculum and faculty at inspirational learning venues all over the world. Get exposed to real challenges explained by experienced leaders across a variety of industries, and gain the tools and skills to drive into the Space Economy field.

In this space economy program you will delve into key subjects such as space policies, economy strategies, and corporate finance, exploring both upstream and downstream segments of the space industry. The final project involves crafting a space business plan utilizing the canvas method.



6 Weeks



6-7 Hours a week



Online



750,00 Eur



Certificate of Completion



Limited number of participants

# Participant Profile

This course is designed for:

**Engineers** who want to understand the key technology drivers for New Space products and technologies belonging to both the Upstream and Downstream segments.

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**Engineers** who want to complement their technical skills with elements of finance, business development and space policy.

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**Managers** interested in analysing the new Space Economy trends and get an overall understanding of both technology, strategy finance and policy.

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**Entrepreneurs** wanting to start up or scale up their business in the Space sector and aims at exploring what future opportunities exist in the development of New Space.

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**Investors** who desire to invest in new Space products and services, need to understand the needs of stakeholders, as well as the technology, product, service, and business model standpoint.

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**Participants** with an interest in the Space Economy and wanting to understand the key elements and innovation that are shaping today's and tomorrow's space market.

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# Instructors



“In today’s Space Economy, we celebrate the meteoric rise of opportunities, witnessing the flourishing growth of the space market, the birth of innovative start-ups, and the pivotal role of space agencies. It is really the time to create, to explore and to invest in the Space Sector.”

## **Dr. Lucia Fonseca de la Bella**

Dr. Lucia Fonseca de la Bella is the Faculty Strategic Project Manager for the Space Sector at the University of Surrey.

She spearheads the development of the new Surrey Space Economy Institute, aligning with the university’s research and innovation strategy in the space field. Dr. Fonseca also crafts the innovation strategy to enhance collaborations with key industry partners.

Previously, she served as the European Space Agency's Business Applications Ambassador in the UK, where she assisted non-space companies in integrating space assets into their operations, fostering growth and innovation across diverse sector.



“Over 50% of space startups fail within their first few years, often due to a lack of knowledge in finance, marketing, and managerial skills. Now is the time to not only create and explore but also to invest in building the essential competencies that will empower these ventures to succeed and drive the future of the Space Sector”

## **Adrian Saez**

Adrian Saez is a Program Director at SEAC, bringing over 12 years of experience in finance and management.

He specializes in developing business strategies, financial planning, and fundraising initiatives. With a strong background in advising on business plans, Adrian has successfully guided numerous projects toward sustainable growth. His expertise encompasses identifying new business opportunities and implementing innovative solutions that drive efficiency and profitability.

Passionate about fostering collaboration, he leverages his extensive knowledge to support organizations in achieving their financial goals and enhancing overall business performance

# Your Learning Environment

## INTERACTIVE PLATFORM

You will receive individual access to an online interactive and intuitive platform to access the classes’ recordings, slides, articles and other material.

Space Economy



Space Economy - Slides



Space Economy Fundamentals



Reading : What is value in the New Space Economy ? The end-users' perspective on satellite data and solutions



New Space & Commercialisation in Earth observation



Public Investments and Political Involvement in the Space Sector



Reading: Sustainable space for a sustainable Earth? Circular economy insights from the space sector

## INDIVIDUAL STUDY

Following each module you will have time for individual study to carry out research and homework as indicated by the instructor.



## LIVE SESSIONS WITH THE INSTRUCTOR AND NETWORKING

Two live sessions per year with the instructor and possibility to meet other students and enhance your networking opportunity



## SEAC- CAREERS

Enjoy the benefits of the SEAC Alumni: career acceleration with lifetime access to premium packages, unlocking private job notifications. Foster development through lifelong learning, mentoring and networking.

Enjoy the benefits  
SEAC ALUMNI

SEAC offers career acceleration with lifetime access to premium packages, unlocking private job notifications. Foster development through lifelong learning, mentoring and networking.

SEAC - Careers ▶

Unlock your potential  
and increase your employability

# Course Outline

## Week 1:

### **SPACE ECONOMY**

1. Space Economy Fundamentals
2. What is the Space Economy
3. Public investments and Political involvement in the Space Sector
4. Private Investments, StartUp Ecosystem and Public-Private Relationships
5. Examples of Non-Space Industries making use of Space Applications
6. Technology Advances in the Space Sector
7. Assignment with Research Study

## Week 2:

### **UPSTREAM, DOWNSTREAM and SPACE POLICY**

1. Upstream and Downstream Segments
2. Direct Benefits
3. Indirect Benefits
4. Data application
5. Assignment 1 with Research study
6. Space Issues and Risk Management
7. International Space Law
8. Assignment 2 with Research study

## Week 3:

### **SPACE ECONOMY STRATEGIES**

1. Models of Innovation and
2. TRL – Technology Readiness Level
3. Strategic Leadership and Competitive Parameters
4. Innovation Segments in Space
5. Space Standardization and lifecycle
6. Case Study: Partnership Strategy Iridium – Space X
7. Leadership Skills

## Week 4:

### **SPACE ECONOMY AND FINANCE**

1. Startups
2. Profitability
3. Liquidity
4. Financial Statements
5. Profit and Loss
6. Balance
7. Cash flow
8. Capitalization Market
9. Analysis real cases

## Week 5 and 6:

### **PROJECT WORK**

You will be assigned an individual Project Work by the Instructor that you will develop within two weeks and prepare for a final presentation.

### **LIVE SESSIONS WITH THE INSTRUCTOR AND NETWORKING**

Two live sessions are organized with the instructor every year. All the students are invited to participate to exchange with the lecturer, get advices, ask questions and meet other students for networking opportunity.



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# Certificate of Completion

All participants who successfully complete **Space Economy** will receive a **SEAC Professional Education Certificate of Completion**.



Certificate ID  
023820810

**SPACE ECONOMY ACADEMY**  
hereby recognizes that

**Matt Perry**

has attended and completed  
**Space Economy**  
Entrepreneurship , Strategy, Finance, Space Policy



**Adrian Saez**  
Chair of Academic Committee  
Space Economy Academy

**Date Awarded**  
16.10.2024

seac





# Our Professional Alumni Experience



“It took me a step further in terms of space entrepreneurship and it was an excellent opportunity to networking”

**Júlio Alexandre Ponte dos Santos**

EUROPEAN SPACE AGENCY



“The impact of the Academy in terms of space tech education stands out enormously from the competition”

**Prof Dr Heiko Seif**

MUNICH BUSINESS SCHOOL



“The course helped me better understand and appreciate the difficulties Entrepreneurs experience in this sector”

**Tanner Bleedorn**

U.S. ARMY



“I got to grow personally and professionally. I can now see the big picture, lead a project, the team and myself”

**Ayushee Chaudhary**

SPACE JOURNALIST, INDIA



# Benefits of joining the Alumni Community

SEAC Professional Education offers a number of benefits for participants who successfully complete our courses:

## **1- Lifelong Learning**

Lifetime access to the virtual campus after completion of the course.

## **2- Loyalty Discount**

15% discount for all Alumni who wish to pursue further studies with SEAC Professional Education Online courses.

## **3 – Career Acceleration**

Lifetime access to our Premium package at SEAC Careers, and unlock the private job offers notification from the Academy.

## **4- Networking opportunities**

Networking opportunities with other SEAC Professional Education Alumni.



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# ARE YOU READY TO START YOUR JOURNEY?

FOR MORE INFORMATION

<https://seac-space.com/>

FOR A PERSONALIZED CONSULTATION

Program Advising Team

Professional Education Programs

SEAC – Space Economy Academy

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