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# REVIEWING THE NEW SPACE ENTREPRENEURS: ORIGINS, MANAGEMENT, AND INFLUENCE

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### ABSTRACT

This paper will review the current generation of “new space” entrepreneurs examining origins, motivations, accompanying strategies, and measures of success (financial and overall influence). This paper will attempt to identify some top level qualitative trends from these “new space” entrepreneurs. Over the last few years, the aerospace industry, particularly but not exclusively in the United States, has seen new entrants. These new companies and the individuals behind them represent a slight shift from the traditional aerospace industrial base. Many of these new companies have matured, from idea to corporation. At this point in the life cycle of companies some relevant observations can be gathered as to which strategies seem to be on the path to success, which strategies were inappropriate, and what the impact of these firms will be on the industry in general. This impact is beyond just financial, and includes the impact of these firms upon world governments and their policies. In addition, this paper compares these “new space” entrepreneurs versus those in other industries.

### NOMENCLATURE

IRR	Internal Rate of Return
LEO	Low Earth Orbit
NASA	National Aeronautics and Space Administration
NPV	Net Present Value

### INTRODUCTION

This paper will present some observations about the recent spate of entrepreneurial space companies. The attempt here is not to present a comprehensive

assessment of all these “new space” companies, but to bring out for discussion several themes that emerge when looking at these companies. This paper will attempt to identify some top level qualitative trends. Additionally some comparisons will be made with these “NewSpace” entrepreneurs versus models from other industries.

### Background

Over the last few years there have been various companies that have emerged within the aerospace industry. They can be distinguished, or distinguish themselves, as different from “traditional” aerospace companies, whether through their vision, personnel, funding, timelines, products, or overall objectives.

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