Paper ID: 67608
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IAF BUSINESS INNOVATION SYMPOSIUM (E6)
Entrepreneurship Around the World (5-GTS.1)

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THE SPACELAND BUSINESS MODEL TO OVERCOME CULTURAL BARRIERS IN SPACE-ENGAGEMENT WORLD-WIDE

Abstract

A new business model to Space-engage societies and overcome cultural barriers is proposed, in synergy with public Space programs and microgravity stakeholders' interests: it capitalizes on SpaceLand group's records on pathfinder flights from the NASA Space Shuttle L.F, with state-of-the-art ICT and biomed payload operations involving the world's youngest (11-yr-old Kim Marco Viberti), world's oldest (93-yr-old Cesare Massano) and world's first disabled (Elma Schippa, in April 2005) as subjects for weightless research, conducted also for international science teams led by a Nobel-Prize-winner. This virtuous system hinges on newly conceived ground and flight segments open to anybody, linking ground training and educational centers to novel parabolic flight vehicles for mixed aerospace tourism and STEMM (TechnoSciences, Engineering, Math, Medicine) research, world-wide. It also provides much-needed novel flight and ground services, creating jobs and socio-economic development for the involved territories: such "SpaceLand Centers" inter alia feature underwater low-gravity test facilities, interactive educational museums, low-gravity emulators and STEMM laboratories in immersive "Mars-base-like" environments. Scientists, people and payloads can thereby get prepared for the world's largest single-aisle aircraft secured by SpaceLand to create Mars-gravity, Moon-gravity, Zero-gravity while also serving as aero-launch platform for small rockets. This way, hand-on "Space experiences" are provided at the world's lowest cost per microgravity flight seat, for up to 30 minutes of cumulative Mars-gravity time (or 20 minutes of Moon-gravity, 10 minutes zero-G), the business getting self-sustained and thriving through ticketing, ground support and flight services. The ground segment has been presented at United Nations' level by a known scientist as Head of State of one of the Countries involved: see https://youtu.be/2RthuFMcdfg. The flight segment will serve both parabolic flight customers and clients needing it as first stage for small launchers to inject satellites into LEO. This multi-disciplinary business showcases an actual democratization of Space, providing large ROI to shareholders and enabling almost everybody to access Space-related techno-scientific services, aerospace tourism and educational opportunities without facing those sky-high costs being charged by space-moguls for short sub-orbital joyrides: the transformative relevance for such a "Space for All" business concept stands out also insofar as it creates labour-intensive occupation, triggers new careers and aggregates valuable novel know-how for progress in STEMM, thanks to the uniqueness of weightlessness at extremely affordable price, inspiring young generations to study and work for planetary exploration and ground spin-off applications while raising public awareness about the myriad values of reaching the edge of Space (https://youtu.be/ywHjSqZux2s)