

IAF BUSINESS INNOVATION SYMPOSIUM (E6)  
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## STARDUST SPACE COMPANY

**Abstract**

The presentation will be based on revealing this new company: STARDUST. Stardust was born as a space funeral home with the ultimate aspiration to improve society, contributing to changing the mentality and feeling about death. Why does death have to be taboo and earthly? Let's have a spatial goodbye to our loved ones and animals! STARDUST is based on placing ashes of people and animals that die into orbit or the sun with micro launchers. The philosophy of STARDUST: "back to our origins", "let's go back to where we came from", "let's go back to being stardust". The concept of the company is based on transporting the ashes of our customers into outer space. In the presentation the company will be presented for the first time to the public, as well as the research and market analysis carried out so far, among which will be an interesting economic comparative analysis between space funerals and earthly funerals. I am aware that this business model already exists in some countries, but Stardust differentiates itself by treating the families of clients in the most unique and special way. One such treatment includes a package which will allow the families of the deceased to see the launch of the ashes returning to where we came from in person, to achieve the ultimate goal of the company: to transform the concept of death and saying goodbye to loved ones into a celebratory moment.