

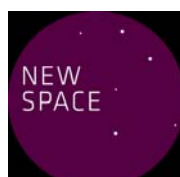
Report: NewSpace Conference 2018

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Summary

The NewSpace Conference 2018 was held at the Hyatt Regency Lake Washington Hotel, in the city of Renton, just outside Seattle, Washington, U.S.A. from June 26th to 28th, 2018. It is hosted by an American organization called the Space Frontier Foundation, and has been held every year since 2006, in order to support space start-ups and enable networking between their leaders, the supporters, and the investors.

This event’s theme this year was "Now, New, Next", and only keynote speeches and panel discussions were provided, no exhibitions. About 200 people attended, most from the United States. Representing Asia, some people from China and Korea participated, including Korean media. The Korean media representatives were actively collecting news and interviewing key people at the conference. Only 9 people from Japan attended, most from



existing old space-related companies, and only one from a Japanese space start-up.

Our impressions

This was my first time attending the conference. The scale of the event seems to have been reduced dramatically compared to past events in 2016 and 2017. 800 people attended the conference in 2016, I heard, but only 200 this year. Past conferences saw a large number of representatives from start-ups, though there were few at this event. I noticed a number of presentations were provided by people from NASA and the military, organizations that have supported start-up companies in this year instead. Some participants from start-ups were to be seen, but attendees from well-known start-ups like Blue Origin left soon after completing their presentations. As to very new start-ups, a company called Round A, from Seattle, and a few others took part. I had heard about Japanese participants that represent a movement called "Space Tide" attending previous years, but they were not to be found at this year's event. I felt that the conference has likely changed, and is now focused on people that support space start-ups, rather than the start-ups themselves. One person mentioned that the current conference is not for Space Business but for "Space-Business Business". It is the conference for people targeting or supporting Space Business.

Volunteers that helped manage the event included students and people engaged with existing space companies. Information exchange between these people seemed active, as they are community members involved since past events.

The big theme at the conference was "Reaching a \$1 trillion market, from \$330 billion", and various presentations discussed how market size can be increased. There was, however, no discussion related to these presentations, as no conclusive solutions were provided within them. There were a number of presentations regarding SBIR (Small Business Innovation Research) carried out by U.S. governmental organizations such as NASA, military systems that support new start-up companies, and monetary funds for start-ups.

My impression was that the conference provided good opportunities to achieve better understanding of the current overall status of the space industry and new institutions that support start-ups, and for grasping figures related to New Space. However, I have some doubt as to whether the event is useful towards start-up companies that are seeking to enhance their businesses. Everything seemed to deal with space business and supporting organizations.



Presentations and Discussions

(1) A Keynote Speech by Mr. Erich Fischer, Deloitte Principal Deloitte Principal

<<Omitted below>>

(2) Panel Discussion, Regarding “Reaching a \$1 trillion market, from \$330 billion”

<<Omitted below>>

(3) Supporting Start-up Companies

<<Omitted below>>

(4) New Space Companies and the Military

<<Omitted below>>

(5) QuickFire Talk

<<Omitted below>>

Other Miscellaneous Comments

The conference was held at a site within a hotel, far from the center of Seattle, so there were no shops or restaurants around the venue. Therefore, I had to dine at the restaurants within the hotel for three days. I became tired of eating the same types of food every day, but being able to sample various types of craft beer offered a break from the monotony. There is currently a craft beer boom in the U.S., and a number of types, particularly India Pale Ales (IPAs) were featured on the menu. These were created by a number of micro breweries, and it was interesting to discover the differences in tastes and colors amongst the various brews.



Creating craft beer does not require extensive vineyards like that required for wine, or large investment in distillation equipment for spirits like whisky. Craft beer can be monetized within a short period, unlike whisky, which could require years or even several decades of investment. I think that this is what has led to the current craft beer boom. I think that this is what has led to the current craft beer boom.

Most assume that more than 10 years of investment are required before a space business can be monetized, yet other industries do not work this way. Perhaps space business could proceed more like the craft beer industry, rather than following the whisky or wine models. However, do any of the current industry players know how to accomplish this?

If you have any questions about this report, please contact:



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