



SPACE ENTREPRENEURS ACADEMY GUIDE

Welcome to the Space Entrepreneurs Academy from the Institute of Competition Sciences! We are glad to have you on board. This Guide will walk you through the Academy curriculum, competition submission guidelines, and the ICS Space Entrepreneurs Academy Pitch Competition.

ACADEMY CURRICULUM

PART 1: INTRODUCTION TO THE COURSE

In Part 1 of this course, participants will be introduced to both the world of the commercial space industry and the fundamentals of entrepreneurship competitions. Whether you are an experienced competitor or this is your first introduction to this material, there is something for everyone to learn.

TOPIC 1.1: Welcome to the Course/Identifying Goals

- Strengths and Weaknesses Assessment

TOPIC 1.2: Introduction to Entrepreneurship Competitions

- Competitions Database Check-in

TOPIC 1.3: Introduction to the Commercial Space Industry

- Setting Goals Part I

PART 2: IDEATION

In this part of the course, participants will learn how entrepreneurs think about and begin the process of solving problems.

TOPIC 2.1: Ideation in the Commercial Space Industry

TOPIC 2.2: Introduction to Problem Solving

- Problem Solving Worksheet

TOPIC 2.3: Ideation Techniques and Resources

- Business Model Canvas Rough Outline

TOPIC 2.4: Goals Check-in

- Setting Goals Part II



PART 3: UNDERSTANDING YOUR CUSTOMERS

Finding your niche group of customers is essential to achieving success. Who are you solving a problem for? Who will benefit most from what you have to offer? Explore existing resources for conducting research and ways to gather information on your own.

TOPIC 3.1: Identifying Customers in the Commercial Space Industry

TOPIC 3.2: Doing Your Research

- Industry Research WS

TOPIC 3.3: Gathering Data

- Conduct a Survey

TOPIC 3.4: Goals Check-in

- Setting Goals Part III

PART 4: BUSINESS OPERATIONS

After you have your big idea, you have to make it a reality. Take a look inside the supply chain and manufacturing processes, and how to prioritize your work.

TOPIC 4.1: Business Operations in the Commercial Space Industry

TOPIC 4.2: A Look at the Supply Chain and Manufacturing Process

- Supply Chain Activity

TOPIC 4.3: Streamlining Your Processes

- Refining Your Business Model Canvas

TOPIC 4.4: Goals Check-in

- Setting Goals Part IV

PART 5: FINANCES

Funding an idea is essential and this industry poses unique challenges and opportunities. Learn how to break down a start-up's finances, price a product, and gain insight into funding.

TOPIC 5.1: Finances in the Commercial Space Industry

TOPIC 5.2: The Importance of Knowing Your Numbers

- Competition Finance Checkpoint 1

TOPIC 5.3: Entrepreneurship Competition Finances

- Competition Finance Checkpoint 2

TOPIC 5.4: Goals Check-in

- Setting Goals Part V



PART 6: MARKETING

Now that you have solved a problem and identified your target customers it's time to think about how you will attract those customers. Learning the ins and outs of marketing strategies will help you make a plan to attract and retain customers long-term.

TOPIC 6.1: Marketing in the Commercial Space Industry

TOPIC 6.2: Marketing Mix and Creating a Narrative

- Storyboard Narrative

TOPIC 6.3: Competition Analysis

- Competition Analysis Worksheet

TOPIC 6.4: Goals Check-in

- Setting Goals Part VI

PART 7: GETTING OFF THE GROUND

Now it's time to really look at what it means to be a competitor. Make your competition game plan, learn tools to stay organized, and tweak your competition submissions.

TOPIC 7.1: Making a Competition Game Plan

- Competition Game Plan

TOPIC 7.2: Working in a Team and Keeping Organized

- Conflict Resolution Plan

TOPIC 7.3: Perfect Your Pitch Deck and Presentation Skills

- Presentation Practice

TOPIC 7.4: Goals Check-in

- Setting Goals Part VII

PART 8: PUTTING IT ALL TOGETHER

Each part of this course has challenged you to think about the world differently, combat problems creatively, and learn from experts in their fields. Now it's time to show what you've learned.

TOPIC 8.1: Final Submissions

- Pitch Deck
- Recorded Presentation

TOPIC 8.2: What's Next?

- Final Goals Check-in



COMPETITION SUBMISSIONS (ACADEMY FINAL PROJECT)

In order to complete the Academy and become a certified Space Entrepreneur, you must submit your final project in the form of traditional entrepreneurship competition submissions. These submissions are an 8-10 page pitch deck, and 5-minute recorded presentation.

These will be submitted through a quiz submission tool on the Academy website, although the video should be hosted elsewhere and only linked through the Academy.

PITCH DECK

- Should contain at least 8 slides, no more than 10
- Include the following topics:
 - Problem being addressed
 - Solution (business idea) to the problem
 - Customer Information
 - Competition Analysis
 - Marketing Plan
 - Finance Outlook
 - Team/Personal Information
- Use the Pitch Deck Guide for more specific suggestions, tools, and information.

PRESENTATION

- Should be no more than 5 minutes in length
- All team members should have a chance to speak
- Should cover the entirety of the pitch deck

ICS SPACE ENTREPRENEURS ACADEMY PITCH COMPETITION

In Spring 2023, ICS will host the first ever ICS Space Entrepreneurs Academy Pitch Competition, open to everyone who has participated in the Space Entrepreneurs Academy. While the requirements for the competition are the same as the final submissions for the Academy, Fall 2022 Academy participants will have the chance to refine and resubmit their Competition Submissions in the Spring 2023 Competition. More information, dates, and exciting opportunities related to the Pitch Competition will be sent to all Academy Graduates in spring of 2023.

SCORING RUBRIC

Please use this rubric to help guide your pitch deck and presentation submissions.

Assessment Criteria	0	1	2	3	Score
Identified Problem for the Commercial Space Industry	No identified problem or does not apply to the commercial space industry.	Identified problem that does not relate to the commercial space industry.	Identified problem within commercial space industry, lack information on potential customers.	Identified problem and customers within the commercial space industry.	
Industry Analysis	No discussion of industry trends, competitors, or outlook.	Contains at least one element of industry trends, competitors, or outlook.	Contains at least two elements of industry trends, competitors, or outlook.	Accurate analysis of industry trends, competitors, and outlook.	
Finances	No inclusion of financial information.	Incomplete or inaccurate financial information included.	Some research and accurate finances presented.	Accurate and well-researched financial projections presented clearly.	
Pitch Deck	No pitch deck submitted.	Pitch Deck does not meet 8-10 slide requirement and has minimal branding or visual aids.	Pitch Deck meets 8-10 slide requirements, incorporates branding, and uses visual aid.	Pitch Deck is 8-10 slides, has cohesive branding, and makes good use of visual aids.	
Presentation	No presentation link submitted.	Presentation is not limited to 5 minutes, not all team members speak, no use of inflection or body language.	Presentation is no longer than 5 minutes, most team members speak, minimal use of inflection and body language.	Presentation is no longer than 5 minutes, all team members speak, good use of inflection and body language.	
Communication	Submissions do not clear communicate ideas.	Submissions include errors, communicates some ideas effectively.	Submissions are free from errors, convincingly communicate most ideas.	Submissions lack grammatical and spelling errors, clearly and convincingly communicate ideas.	

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