

Business Applications of Space Exploration

Sample Schedule – In Person

All times noted are in Eastern Daylight Time (America/New York)

Day 1: Space Exploration: Where we are today and what that means for Business

Theme: Understanding the current landscape and future trajectories of space exploration and their relationship to each of our businesses and industries.

- **9:00-9:30: Welcome to your BASE program and Introductions**
- **9:30 -10:30am: Session 1: Introduction to Space Exploration Today**
 - Panel Discussion: Overview of the history and evolution of space exploration from 1957 to 2025.
 - Key milestones and the role of government and private players in space.

Break

- **10:45-12:15pm: Session 2: Near-Term Pathways for Space Exploration**
 - analysing the future of space exploration from now to 2057.
 - Framework for evaluating space exploration progress and its business implications.

Lunch

- **1:15-2:45pm: Session 3: Strategic Relationship of Space Exploration and the Digital Economy**
 - Introduction to DEFF-S (Digital Exploration of the Forever Frontier that is Space) framework and related DEFF-X domains and their core principles.
 - Exploring parallels between space exploration and organizational strategy.
 - Workshop: Mapping space technology to your business model.

Break

- **3:00-4:30pm: Session 4: Workshop: Mapping Space Exploration to your Business**
 - Applying key principles of space exploration to your business reality
- **4:30-5:00pm: Day 1 reflections and Journal entry**
- **5:00-6:00pm: Networking reception**

Day 2: Exploring Today to Build Tomorrow

Theme: Applying an 'exploration-out' approach to the formulation and execution of business strategy.

- **9:00-10:30am Session 1: Applying an 'exploration – out' lens to problem formulation and framing.**
 - Formulating and articulating your business opportunities and challenges
 - Communication and collaborating your exploration journeys

Break

- **10:45-12:15pm Session 2: Workshop: Applying Algorithmic Business Thinking to your Space Exploration (and your industry) problem-solving toolkit.**
 - Introduction to the ABT cornerstones and problem-solving methodology
 - Group activity: Application of ABT to your selected business problem

Lunch

- **1:15-2:45pm Session 3: Measuring the Value and Impact of Exploration**
 - Uncovering how space exploration stimulates technological advancement, job creation, and economic growth and how value is measured today / tomorrow.
 - Workshop: Exploring the impact of space technologies on terrestrial industries like agriculture, energy, and finance.

Break

- **3:00-4:30pm: Session 4: Cost-Benefit Analysis of Space Exploration**
 - Analyzing economic models and frameworks for evaluating space investments.
 - Relating the balance between space exploration costs and its long-term benefits.
- **4:30-5:00pm: Day 2 reflections and Journal entry**

Day 3: Technology and Innovation in Space Exploration

Theme: How space technologies including AI, Robotics, XR and Compute act as innovation 'catalysts'.

- **9:00-10:30am: Session 1: Key Technologies in Space Exploration**
 - Understanding key principles of AI, Robotics, XR, Compute implications /applications in Space Exploration

- Group activity: Technology spin-offs from space exploration to other industries.

Break

- **10:45-12:15pm: Session 2: Translating Space Innovation to Business Value**
 - Applying space technologies to business innovation.
 - Group discussion: How AI, robotics, and data analytics can drive value in non-space industries.

Lunch

- **1:15-2:45pm: Session 3: AI and Data-Driven Decision Making in Space**
 - Improving decision-making in space exploration and business with AI and Data.
 - Workshop: Building an AI-driven business strategy based on space innovation patterns

Break

- **3:00-4:30pm: Session 4: Innovation Frameworks for Organizational Exploration**
 - Introducing frameworks that catalyze business innovation using space technologies.
 - Leveraging patterns (e.g. of success and failure, innovation and invention, people and machines) in space exploration to accelerate your business transformation.
- **4:30-5:00pm: Day 3 reflections and Journal entry**

Day 4: Space Exploration Applications and Markets

Theme: Exploring existing applications and emergent markets in the space economy.

- **9:00-10:30: Session 1: Market Opportunities in Space Exploration**
 - Understanding the commercial applications of space exploration technologies.
 - Emerging markets in lunar exploration, remote sensing, and interplanetary communications.
- **10:45-12:15 Session 2: Key Players in the Space Economy**
 - Analysing the roles of major companies and startups in the space economy.
 - Workshop: Reviewing and analysing selected Lunar exploration examples.
- **1:15-2:45pm: Session 3: Space and Business Model Innovation**
 - Exploring how service-based models are reshaping the space industry.
 - Group Discussion: Designing innovative SaaS models for space applications.

- **3:00-4:30pm: Session 4: Space Exploration and Global Markets**
 - Evaluating impact of space technologies on global industries including finance, transportation, and defense.
 - Group Discussion: Identifying space exploration inspired opportunities in your industry.
- **4:30-5:00pm: Day 4 reflections and Journal entry**
- **5:30 – 8:30pm: Evening celebratory dinner.**

Day 5: Leadership, Ethics and Sustainability in Space Exploration

Theme: Navigating the leadership, ethical and sustainability challenges of space exploration and fostering collaboration in space-driven business strategies.

- **9:00-10:30am: Session 1: Activating an Exploration Mindset in Leadership**
 - Fostering leadership that drives innovation in space exploration and business domains.
 - Creating an exploration-forward mindset in your teams to navigate complex challenges.
 - Group activity: Applying leadership principles from space exploration to business.

Break

- **10:45-12:15pm: Session 2: Ethics, Sustainability and Environmental Challenges in Space Exploration**
 - Discussing the ethical considerations of space exploration, including use of resources and societal impacts.
 - Group activity: Space resource utilization and ethical concerns.

Lunch

- **1:15-2:45pm: Preparing for the Present and Future of Space Exploration**
 - Forecasting the next big breakthroughs in space exploration and identifying their impact on business.
 - Group discussion: Developing a long-term strategy for integrating space innovations into business models.
- **2:45-3:30pm: Day 5 reflections, Journal completion and Certificate Ceremony**
 - Completion of BASE program Journal and closing comments.
 - Next step collaboration activities, thank you, and program close.