

Entrepreneurial Innovation

What?

- New product/service
- Improved cost, performance, safety, reliability

Entrepreneurial Innovation

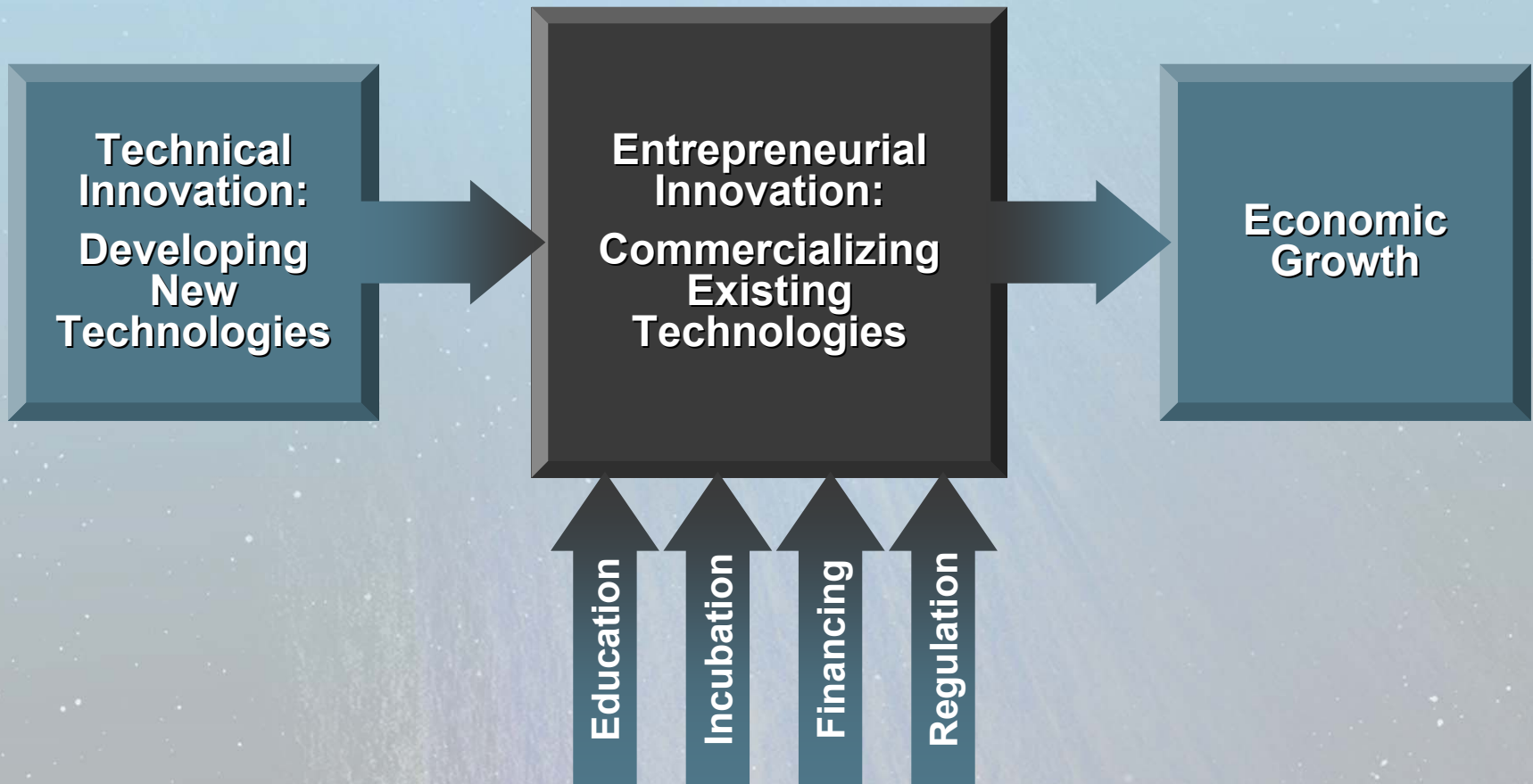
Who/Why?

- Creativity
- Risk-taking
- Intrinsic motivation

How?

- Identifying opportunity
- Accumulating resources
- Producing product/service
- Marketing product/service
- Building organization
- Responding to government/society

Innovation & Prosperity



Incremental Diversification





Space Investment Summits

- **Space Investment Summit (SIS) 1**
 - New York City – Financial District – 16 & 17 April 2007
 - Co-Hosts: Space Commerce Roundtable, Space Frontier Foundation
 - Supporting Organization: National Space Society
 - <http://www.spacecommerceroundtable.com/>
- **SIS 2 (Space Venture Finance Symposium)**
 - Dallas TX - 24 May 2007
 - Host: National Space Society
 - Supporting Organizations: Space Commerce Roundtable, Space Frontier Foundation, and Others
 - <http://isdc.nss.org/2007/finance.html>



Guiding Principles

- **Breadth:** Define *space-related* broadly: *in space, enabled by space, experiencing space, extending into space*
- **Relevance:** Enhance value of other sectors (biotech, robotics, advertising, etc.)
- **Marketing:** Sell space to non-government customers