



Course Description

The purpose of this course is to examine the business aspects of a space related company, looking at the products and services, the underlying business models, the business planning process, the generation and presentation of a business plan, and some of the uses of a business plan within an organization.

In a largely technology, engineering or scientific centric community, we are surrounded by talented, outstanding and often brilliant people, who are continually innovating, creating new capabilities and many great ideas.

Many company's and individuals wish to develop the ideas and turn them into new products or services within an existing company or new businesses.

The technical, engineering or scientific content on its own does not make for a viable product, service or business and many fail because they do not appreciate that's the case.

This course therefore looks at some of the other elements needed to make a viable business.

Course Materials

Each participant will receive:

- A complete electronic set of course notes with copies of the slides used in the presentation

Course Objectives

- Understand the information required for a business plan and associated business case
- Identify and distinguish potential stakeholders, customers and users for a potential business
- Perform a market analysis
- Create and analyze a value chain
- Understand and apply the concept of market mix and the 4Ps
- Analyze income statements and balance sheets for a typical commercial organization
- Estimate income and expenses for a proposed business case
- Explain and estimate financial metrics
- Create a credible business plan



Who Should Attend

The course is intended for those who wish or need to develop an understanding of the business aspects of running/ operating a space company or business unit.

Any engineer, project manager, company manager who is interested in business aspects of the space industry.

Course Topics

Module 1: Introduction to the business planning cycle

- The business development cycle
- What is a business plan
- Closing a business case
- Using a business plan

Module 2: Identify stakeholders, customers and users

- Users and customers
- Products and services
- Desirability, viability and feasibility
- Triaging ideas
- Understanding your stakeholders

Module 3: Perform Market Analysis

- Business model environment
- Market and market analysis
- Competitor analysis
- Evaluating a business model
- Product and service uptake
- Sales forecast

Module 4: Describe the product or service value chain

- Rationale for value chain analysis
- Value chain analysis

Module 5: Capture the market mix

- Introduction to market mix
- The four P's

Module 6: Complete financial analysis

- Financial analysis for business engineering
- Financial statements

Module 7: Develop a financial plan and estimates

- Key financial metrics

Module 8: Develop a business plan

- Types of business plan
- Typical content of business plan
- Pitching the business plan, and elevator pitches
- Uses of the business plan
- Using the business plan within the business