



## What's Your Space Strategy?

by Andrew Parlock.



History has taught us one clear lesson: organizations that fail to adapt to disruptive technologies are often left behind. This truth is as relevant today as it was during the Industrial Revolution or the rise of the Information Age.

Take Nortel, once a telecommunications giant. Despite early warnings about the Internet's potential, Nortel dismissed it as "pop-gun consumer technology." By the time they recognized their mistake, it was too late—Cisco had already claimed the industry's top spot. Nortel filed for bankruptcy in 2009, a cautionary tale of what happens when companies don't innovate fast enough.

Today, we're standing at the threshold of another seismic shift: **The Space Age.**

### Why Space, and Why Now?

The World Economic Forum projects the space economy will reach \$1.8 trillion by 2035, with the potential to hit \$2.3 trillion if access and cost challenges are resolved. But it's not just about market size. Space offers unprecedented opportunities for industries to innovate:

- **Eco-Friendly Manufacturing:** Imagine a world where industrial production happens in space, eliminating its environmental impact on Earth.
- **Advanced Materials:** The microgravity environment allows for the creation of lightweight, durable materials that can revolutionize transportation and energy efficiency.
- **Transformative Agriculture:** Space-based innovations could yield plants that require minimal water, transforming agriculture and combating global food insecurity.

This is just the tip of the iceberg. The possibilities for healthcare, semiconductors, defense, and beyond are enormous. Companies that act now to build a space strategy will secure the "first-in" advantage—a proven pathway to industry leadership.

#### The Fourth Wave

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## Building the Infrastructure

The International Space Station (ISS) has laid the groundwork for space experimentation, but its original purpose has been served. As one US Government Leader put it, “We have clearly validated the tremendous potential in Space, and as a nation, we are committed to lead the way in this vital, emerging industry. Much of what we have learned has come from experimentation on the ISS, but it was never built to accommodate what’s coming our way. It will stop accepting missions by the end of 2028, and will be completely decommissioned in 2030.

What’s needed now is the commercialization of the Space industry, starting with building the vast infrastructure required to capitalize on its potential.”

Early movers like Rogue Space, which provides in-space infrastructure, and Space Phoenix, developing returnable spacecraft for daily missions, are leading the charge. Governments are also stepping up. The U.S. plans to invest at least \$50 billion in space programs and infrastructure, signaling its intent to lead this new frontier. This is reminiscent of the early railroad expansions during the Industrial Revolution—a massive undertaking with transformative results.

Moreover, as a national security expert emphasized, “In-space manufacturing is a national security imperative. The risk of allowing adversarial nations to dominate this domain is unacceptable.” How will the US commercial industry react?

## What’s Your Space Strategy?

Disruption waits for no one. Just as companies in the 1990s needed an Internet strategy, organizations today must ask themselves: ***What’s our space strategy?***

Here are three steps to get started:

1. **Educate Your Team:** Learn about how space technologies can impact your industry. The 2024 World Economic Forum report is a great place to start.
2. **Partner with Pioneers:** Explore collaborations with early-stage companies like Rogue Space or Space Phoenix.
3. **Invest in Innovation:** Dedicate resources to researching how space can unlock new opportunities for your organization.

As we stand on the brink of another technological revolution, the question is no longer *if* but *how* your organization will embrace the space frontier. With opportunities for innovation across every sector, The leaders who act today will shape the industries of tomorrow. Will your company be part of the next great revolution, or will it be left behind?

Let’s talk about it. What do you think your industry’s role in the space economy could be? Please share your thoughts below and join the conversation.

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