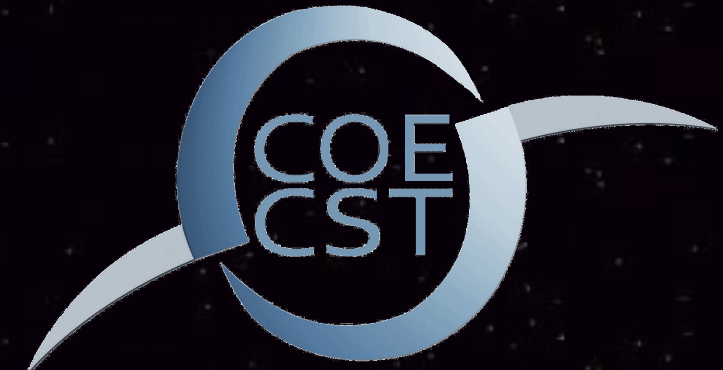


# COE CST Tenth Annual Technical Meeting

## Business Case Study Development

**Greg Autry**



Center of Excellence for  
Commercial Space Transportation



# Agenda

- Principal Investigators
- Task Description
- Schedule
- Research Team
- Industry Participants
- Goals
- Results
- Conclusions and Future Work

# Principal Investigators / Organizations

- Greg Autry, USC Marshall
- Andy Aldrin, Florida Tech



# Task Description

- Develop case studies in the context of commercial space, for use in management education courses.
- Publish the cases.
- Promote existing space cases.

# Schedule Target

- Targeting one case study per academic year.

# Goals

- Engage industry leaders in case development.
- Engage management scholars in commercial space via case co-authorship.
- Find management lessons with universal application beyond the space context.
- Develop compelling cases.
- Produce effective teaching notes.
- Publish cases and place them in the Harvard Business School Publishing Catalog
- Engage students in commercial space via assigned case studies.

# Additional Case Researchers

- Laura Huang, Harvard
- Jermeiy Dann, USC
- Megan Strawther, USC
- Laju Obasaju
- Eric Kim, USC
- Veronica Perry, USC
- Bidushi Bhattacharya, AstroHub

# Research Partners



**Relativity**



**Masten**



**BROOKE OWENS  
FELLOWSHIP**



# Case Study Industry Participants

- Andrew Nelson and Jeff Greason, XCOR
- Karina Drees and Stuart O. Witt, Mojave Air and Space Port
- Jordan Noone and Tim Ellis, Relativity Space
- Sean Mahoney, Masten Space Systems

# New Publications



Main Case

## Karina Drees: Taking the Controls at Mojave Space Port

Greg Autry, Laju Obasaju Oct 2018 • 17 p • SCG547-PDF-ENG • English

When accomplished entrepreneur and "New Space" industry legend Stuart Witt prepares to retire from his role as CEO of the Mojave Air and...

Entrepreneurial management Entrepreneurship Gender discrimination Government regulations Leadership transitions



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TEACHING NOTE

ADD TO COURSEPACK

SAVE TO COLLECTION



Main Case

NEW

## Relativity Space: Rocketing into the Future of Manufacturing

Bidushi Bhattacharya, Greg Autry, Veronica Perry Jul 2020 • 14 p • SCG575-PDF-ENG • English

Relativity Space, a Southern California startup in the booming commercial spaceflight sector is leveraging 3-D printing technology in the...

Change management Customer acquisition Investors Market segmentation Stakeholders



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# Previous Publications (for promotion)



Main Case

## **XCOR: New Space, New Place?**

**Greg Autry, Laura Huang, Megan Strawther** Aug 2015 •  
22 p • SCG512-PDF-ENG • English

The leadership of a space tourism startup considers relocating their business to escape California's notorious regulatory complexity and to...

[Business & government relations](#) [Entrepreneurship](#) [Laws & regulations](#)



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# Under Development

- Brooke Owens Fellowship
  - PIs: Laura Huang, Harvard Business School; Greg Autry, PCSI
  - Research Participants: Lori Garver, Cassi Lee, Will Pomerantz
- Masten Space Systems CLPS Award
  - PIs: Laura Huang, Harvard Business School; Greg Autry, PCSI
  - Research Participants: Lori Garver, Cassi Lee, Will Pomerantz

# Conclusions and Future Work

- Case study opportunities abound in the commercial space sector.
- Management scholars find the commercial space context fascinating when they engage.
- Commercial space leaders are eager to support education and enjoy the unique recognition of case publication.
- Case completion and supporting material development takes longer than anticipated . . .
- Promotion of cases with faculty is critical to ensure adoption.
- Cases are designed for b-school classes but could be used in engineering, law and policy schools as well.