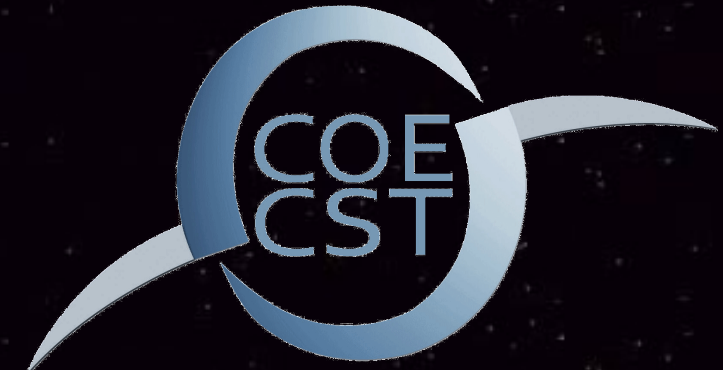


COE CST Tenth Annual Technical Meeting

Business Case Study Development

Greg Autry



Center of Excellence for
Commercial Space Transportation



Agenda

- Principal Investigators
- Research Assistants
- Research Questions
- Research Partners
- Schedule
- Methodology
- Preliminary Results
- Next Steps
- Conclusions and Future Work

Principal Investigators / Organizations

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

USC Marshall
GREATNESS SHARED.



Student Research Assistants

- Veronica Perry, USC Marshall
- Kevin Foher, USC Marshall
- Sarah Coutu, Florida Tech



Research Partners

Anonymous Commercial Space Launch Firm



Research Questions

1. “Is economic value is imparted to physical objects purely from their having been flown in space?”
2. “What is the additional value added to objects by their having been flown in space?”

Schedule

- 2018/2019 stamp sheets acquired.
- 2019 stamp sheets flown on commercial suborbital flight.
- 2019 stamps sheets flown.
- 2019 initial auctions collected.
- 2020 initial data analysis.
- 2020/2021 final auctions and data collection.
- 2021 final analysis and paper write up.
- 2021/2022 paper publication.

Methodology

- Purchase collectable postage stamp sheets.
- Fly several sets on a suborbital commercial flight.
- Sell flown and unflown (control) sheets in a reverse Dutch Auction format with declining prices.
- Analyze the shift in the demand curve.

Follow On

- Repeat process with individual stamps.
 - Begin to determine the function defining the relationship of object inherent value to value added from spaceflight.
- Repeat process with orbital payload via ISS NL.

Target Publication



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.