Group 4
Business Development of HEPTA-Sat Program

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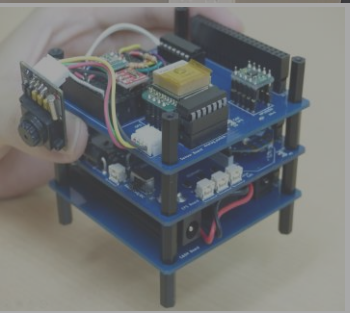
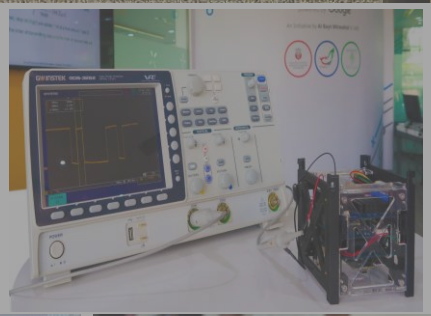


hepta-sat training



UNISEC GLOBAL
University Space Engineering Consortium

ASE NIHON UNIV. DEPARTMENT OF AEROSPACE ENGINEERING

Purpose

- To design a sustainable business framework for global expansion.
- To discuss with potential partners
- OUTPUT
  - Making one-year business plan
  - Relationships for global expansion

Problem

- **Market characteristics**

e.g. ・existence of needs

・who wants to get HEPTA-Sat training?

- **Specific ways to expand the world.**

keyword: sustainable, global

Our Service

Package

SAVE TIME

SAVE MONEY

SHARE Design Language

Position of space education

Wide and practical content

Satellite development

university education

hepta-sat training

Some people can learn in limited places

Anyone can learn

STEM education

Narrow basic content

User experience (Case1)

Find the appropriate person → Human resource training → Training result

2 years or more

$100,000 or more

Satellite development → Just one professional

Time: 4year
Cost: $10,000
Higher education

Time: about 6 years
cost：More than one hundred thousand
⇒Just one professional

User experience (Case2)

Find the appropriate person → Human resource training → Training result

Several months

$100 or more

CanSat Education → Some amateurs

Simple system understanding and experience

Unlike actual space development, there is little understanding of theory.

User experience (Case3: Proposed)

Find the appropriate person → Human resource training → Training result

$2,000 / person

1day～2 weeks

HEPTA-Sat training

Multiple people who understand theory and practical experience

system understanding and experience

theoretical education & practical experience provided at a reasonable price for a short period.

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Reduction in course cost

- The **HEPTA-Sat** is a high-quality training and education program however there are factors that could be used to reduce cost of the program.
- Blended learning options using traditional face to face learning and remote e-learning using learning management systems.
- Electronic format textbook using Digital Rights Management can be used secure and protect intellectual property.

Formal Certification

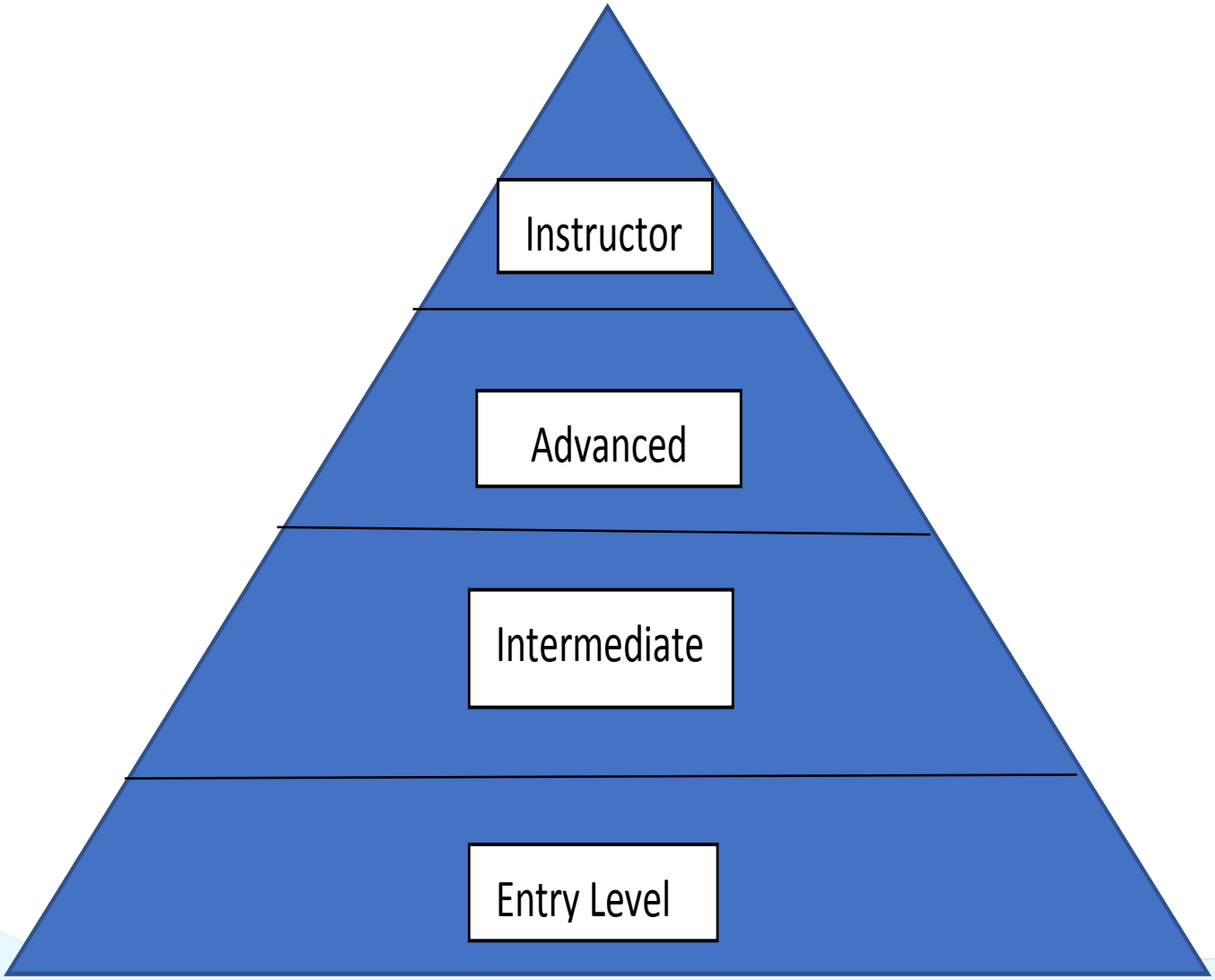
- Formal certification is important as it places a value on knowledge and ensures that the participants have the skills and knowledge understand HEPTA-Sat.
- Pride in knowledge
- Potential pathway to employment with countries with space or emerging space industries
- Whilst HEPTA-Sat has the 2-day introductory course and the 1 month and 2 week Cansat Leadership Training Program we should provide a entry level course to get people excited about space technology at the entry level (2 day course) could run 4 courses over 8 days.

Formal Certification - cont

- Instructors need to be trained to much more exacting standard they need to participant as TA is a set number of course if they are training adults need appropriate training and if working with children need appropriate working with children clearance.

- During our session we discussed the idea of 3 or 4 levels of official certification issued by a central organisation e.g. UNISEC this provides that certification comes from one organisation and there is a solid curriculum.

Formal Certification - cont



Extra Revenue Streams

- Customisation of cubesat sensor and systems
- Provide improvements for fees

Next steps

- Define in depth plan
- Develop flight model that can be launched
- Collobaration with other countries