

## Charles J. Lauer

Title: Leadership Dynamics for Entrepreneurial Space Projects - a US Perspective.

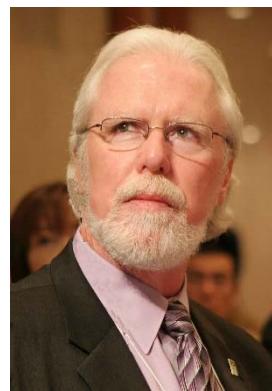
### Abstract :

Mr. Lauer will discuss his 20+ year career as a serial space entrepreneur and share his insights and perspective on the leadership dynamics necessary for success in creating space businesses. He will describe his Lessons Learned from both successes and failures in his personal space business start-ups as well as a survey of the current competitive landscape in the entrepreneurial space sectors. The recent wave of major private sector investment in new satellite constellations is now driving the market for new low cost reusable space transportation systems, and paving the way for investments in these systems.

The competitive landscape for new reusable launch vehicles and the business strategies of the major players in the launch vehicle sector will be reviewed. New space industries which are enabled by this breakthrough in the cost of access to space will be discussed, such as on-orbit servicing, space mining, private space stations and orbital propellant depots. Ultimately, this new wave of space entrepreneurship can lead to terrestrial benefits such as the development of space based solar power systems.

### Biography :

Mr. Lauer is a graduate of the University of Michigan College of Architecture & Urban Planning. He is a successful real estate planning consultant and developer, and the President of Peregrine Properties, Ltd. in Lansing, Michigan. Mr. Lauer has been responsible for negotiating, obtaining regulatory approvals and arranging financing for over \$350 million in numerous successful real estate development projects; as well as having served as the Planning Commission Chairman in his local community for more than 10 years. He is also a co-founder and Vice President of Business Development for Rocketplane Global, Inc. He has been researching and developing potential business opportunities in space since 1991, and has published many general interest articles and technical papers on commercial space development. Mr. Lauer has been a consultant to Boeing, NASA and several space start-ups on commercial space projects. He is now actively



involved in the planning and development of several new spaceport projects around the world; and is an Advocate and a member of the Board of Advisors of the Space Frontier Foundation. He is a member of the IAF Commercial Spaceflight Safety Committee; a member of the Board of Advisors of the International Space Safety Foundation; and a member of the Suborbital Spaceflight Safety Committee of the International Association for the Advancement of Space Safety. He is also a Guest Lecturer and a member of the Board of Advisors of the Embry Riddle Aeronautical University Commercial Space Operations Program Advisory Board, and a member of the FastForward Working Group studying point-to-point suborbital space transportation policy and technology issues.

Mr. Lauer has also been involved in the development and commercialization of several next-generation renewable energy technologies including advanced wind turbines for land as well as offshore wind farm applications; hybrid wind/solar energy farms; wave energy development, manufacturing and deployment, and new algae-based biofuels production. His focus in this business sector is in creating public-private partnerships in key geographic markets around the world and creating joint venture project teams to implement the technology development and manufacturing capacity necessary to commercialize these Green Technology programs.

Charles J. Lauer  
Co-founder & VP Business Development  
Rocketplane Global, LLC

## Mike Kim

Title: Orbital Insight: Taking the Economic Pulse of the Planet

### Abstract :

This presentation will share about Orbital Insight's use of computer vision and deep learning algorithms on satellite imagery to deliver value for customers. Mike will provide an overview of the company, infrastructure and partnerships, and the technology which allows for the automation of activities such as counting cars or estimating global oil. He will present specific use cases which are changing the way customers are doing business due to the tremendous advancements we are seeing today in computer vision, deep learning, and satellite imagery.

### Biography :

Mike leads Orbital Insight's APAC business with a focus on Japan. His responsibilities include direct sales to customers, partner management, and establishing the new Tokyo office. Previously, Mike was a founding enterprise business development and sales team member at Dialpad (Google Ventures, Andreessen Horowitz), a cloud-based unified communications technology company where he helped grow the US and international business. Prior to Dialpad, Mike joined Keith Ferrazzi (CMO of Deloitte and Starwood Hotels and author of "Never Eat Alone") as a Managing Director at Ferrazzi Greenlight, a management consulting firm providing professional services to Fortune 500 companies. Mike has roots at Deloitte Consulting where he was one of the leads for the Palantir relationship and oversaw Big Data projects using the analytics tool. At the firm, he founded a group applying technology and analytics to social issues such as anti-human trafficking and human rights. He's passionate about applying technology to solve some of today's global challenges and issues. Prior to his business career, he volunteered for 4-years at the China-North Korea border helping North Korean refugees and human trafficking victims.

Mike Kim | Director of Sales  
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