



International Association of Space Entrepreneurs

PROMOTING GLOBAL ENTREPRENEURSHIP IN THE SPACE INDUSTRY

De-Mystifying "Space Ventures" – An Evolving Platform for Mainstream Solutions

The International Association of Space Entrepreneurs proudly presents its inaugural Investor Forum. Please join us for a lively discussion with **Esther Dyson**, one of the technology industry's leading investors and visionaries.

Last year's successful X Prize flight of Scaled Composites' SpaceShipOne unleashed a flurry of announcements from various new "space ventures," including Jeff Bezos' Blue Origin and Richard Branson's Virgin Galactic. The media attention garnered by the seemingly emerging space tourism industry is the latest in a line of space-related markets, including the satellite communications boom of the 1990's. But are these opportunities truly "space" ventures? Or should entrepreneurs and investors simply approach them as business solutions leveraging an evolving platform, applying the same principles of supply, demand, value proposition, market share, risk management, and shareholder wealth creation applied in more traditional investment opportunities?

Esther Dyson is currently editor at large at CNET Networks. In that capacity, she publishes its *Release 1.0* newsletter and leads its Flight School workshop, which is dedicated to the new entrepreneurs of commercial space and on-demand air travel. Dyson also runs PC Forum, the high-tech market's leading annual executive conference. At *Release 1.0* and in her private investment activities, Dyson focuses on emerging technologies, emerging companies, and emerging markets. Her angel investments include Space Adventures and Zero-Gravity, and she is currently exploring additional space-related opportunities.

Speakers: Esther Dyson, CNET Networks
Marco Rubin, Exoventure Associates

When: Thursday, September 22, 2005
7:30am-8am Networking (coffee/bagels)
8am-9am Panel Discussion
9am-9:30am Q&A
9:30am-10am Networking

Where: Ritz Carlton, Tysons Corner, VA

Cost:	IASE Members		Non-Members	
	Pre-Reg	Door	Pre-Reg	Door
General	\$30	\$40	\$40	\$50
Gov't/Student	\$15	\$20	\$20	\$25

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