REQUEST FOR STATEMENTS OF INTEREST (RFI)
To Establish

THE INTERNATIONAL SPACE UNIVERSITY’S
ROBERT A. HEINLEIN INSTITUTE
FOR SPACE ENTREPRENEURSHIP & SPACE INNOVATION
To Support and Develop the Innovation & Entrepreneurship
In Space Markets

International Space University Org., Inc.
Boston, MA

INTRODUCTION

The ISU is seeking expressions of interest from institutions wishing to host its latest institute, the Institute of Space Entrepreneurship & Space Innovation.

The overwhelming majority of the world’s new space ventures are founded and led by ISU’s Alumni and ISU is seeking to create a new Institute to support their work in all fields of space endeavors.

Since its founding in 1987 as a US 501c(3) Not For Profit in Boston, MA, the International Space University (ISU) graduates over 200 students a year adding to its existing 4000 alumni from over 140 countries from its core programs: the Space Studies Program (SSP); Masters of Space Sciences (MSc); Executive MBA; Southern Hemisphere Space Studies Program (SH/SSP); Executive Space Course (ESC) and its Professional and Executive Development Programs.

Working from its central Campus in Strasbourg, France, the ISU conducts its programs from a range of facilities around the world, with its SSP program convened in a different location every summer to reach new markets. Numerous institutions compete every year for the right to host the program.

Supported by key Space Agency sponsors including NASA, ESA, CNES, JAXA, DLR, ASI and CASC; corporate sponsors such as Boeing, Lockheed Martin, SES, Inmarsat and Airbus; and others together with hundreds of ISU faculty and lecturers from around the world, ISU alumni comprise the largest single alumni group in the space industry and as such provides an extremely effective network of space professionals and leaders that actively facilitates individual career growth, professional activities and international space cooperation.
The ISU co-founded the International Institute of Space Commerce (IISC) located on the Isle of Man, the world’s first think tank on the economics of space. The IISC has become the leading center for the global study of space economics.

It is in this vein that the ISU is now also seeking to establish by competitive bid an Institute in the United States in support of entrepreneurial space activities: ISU’s Robert A. Heinlein Institute for Space Entrepreneurship & Space Innovation.

For further information see also:

www.isunet.edu
www.iisc.im
http://www.heinleinprize.com

THE ROBERT HEINLEIN INSTITUTE FOR SPACE ENTREPRENEURSHIP & SPACE INNOVATION

With this RFI, the ISU is seeking expressions of interest from host institutions to accept a challenge it believes will also be of substantial value. That challenge is to create, develop, build, program and staff an academic center dedicated to the exploration, development, and support of entrepreneurs in the space markets, a core passion of ISU’s founders and alumni today.

Space markets continue to evolve and commercialize with even governments continuing to innovate. The advent of exponential technology is creating opportunities for entrepreneurs to work in space delivering services and products to the world in an unparalleled fashion. Many of these new companies are being founded and led by ISU Alumni.

Drawing upon its unique brand, heritage, programs, sponsors, and alumni, ISU is looking for a host institution to provide the location, staff, and resources to become the home for this entrepreneurial revolution in space: a place where industry leaders of today and tomorrow can come to gain insights into how to become an entrepreneur, a home where they can focus their energies with resources to match to allow them the greatest chance of success in their endeavors. In essence to be the world’s first, and with ISU’s backing, the foremost, Institute aiming to creating companies and opportunities that will drive the Space economy of this world to new heights.

ISU will entertain proposals detailing how the Institute could become an intersection of academic disciplines as an interdisciplinary endeavor, and how it will interact with the students, faculty, entrepreneurs and the public. It is anticipated that responses will vary, depending upon the unique strengths and capabilities of the responding institutions and their commercial, academic, and governmental partners. ISU will welcome those varying perspectives and accept them as a contribution to its own planning. All options will be considered.
Our vision is that The Institute will be planned as a focal point for activities, short courses, and research relating to entrepreneurialism and innovation for space activities in its various dimensions, with a keen eye toward applications. As such, we also encourage partnerships between academic institutions and other space related organizations to develop and present their concepts for the Institute.

The Institute will become an intersection of disciplines for the purpose of identifying creative, innovative, and imaginative solutions to the challenges of contemporary and future market opportunities.

It is envisioned that The Institute will serve as a global magnet that will draw interest from entrepreneurs of all backgrounds, ISU Alumni, the Institute of Space Commerce, ISU sponsors and partners, Incubators, Heinlein enthusiasts, futurists, educators and researchers, and a broad range of people from around the world.

The Institute will conduct multi-disciplinary seminars, workshops, Hackathons, lecture series, media, public conferences, performances, public communication, short courses and global events that allow public participation. This list is by no means all-inclusive, which is why we are seeking innovative institutions and partnerships to enrich our original concept and to give it life in accordance with their respective objectives.

Products of Institute initiatives and studies will include digital publishing, books, monographs, essays, web casts, blogs, on-line publications, and media productions underscoring, demonstrating, and highlighting the critical nature of entrepreneurialism and innovation and its value to markets (commercial and government), science, policy, culture, and global society. Therefore, such Heinlein Institute outputs may be directed to the university's faculty, staff and students; to the neighboring community; and to research and operating institutions worldwide.

For its part, the ISU will contribute our years of experience in space science, space engineering, space applications, policy and law, ethics and humanities, communication, education, university administration, space architecture, industrial and business administration, journalism, space engineering, and public administration. The ISU and IISC Boards of Trustees will also participate in fundraising for the Heinlein Institute.

**BENEFITS OF HOSTING THE HEINLEIN INSTITUTE**

ISU believes that the impact of the Institute will be global if it is organized soundly and conducted with conviction. Therefore, ISU welcomes and encourages institutions throughout the United States to respond to this request.

ISU would imagine that a host city would partner with a local university or universities (institutions that grants both undergraduate and graduate degrees) and its partnering
organizations or institutions should expect to find itself in communication with centers of entrepreneurial activity, business funding, learning, museums, performance centers, and incubator organizations throughout the United States.

(Throughout this RFI we refer to a “university” as the Heinlein Institute host partner since it is the most likely choice, but generically research centers, museums, and like special facilities are encouraged to respond to this solicitation solely or in collaboration with another organization.)

The Institute should soon be regarded as an international center for study both of entrepreneurialism in space and innovation to become an incubator for these activities. Its research, publications, exhibits, media productions, and events should attract wide public attention and scholarship in related areas, and in time become the target of additional funding and grants in parallel fields.

Looking toward the future, there are countless issues related to entrepreneurial and innovation opportunities in space that governments, non-profits, and industry must address and resolve. Examples include:

- Space is a business, yet it provides unique challenges in terms of cost and time to market, regulation. What are the unique lessons learned needed for entrepreneurs to succeed in all space markets?
- The impact of exponential technology is already changing space markets and creating new opportunities. How can this be harnessed?

The Institute will become a global meeting place to address such issues. Along the way, it may become the route to identify the next version of tomorrow’s entrepreneurs and polymaths, wherever they reside.

HEINLEIN INSTITUTE MANAGEMENT

ISU will expect the partner to design and integrate curricula in support of the goals described here in association with the University and the International Institute of Space Commerce. It is expected that the partner will provide academic, administrative and research facilities; work with ISU and the IISC to locate faculty and visiting lecturers; accommodate student, faculty and visitor residence accommodations and dining; furnish appropriate communication and information technologies; assure local transportation; sponsor special and ceremonial events; and highlight the Heinlein Institute as an element of the partner, throughout appropriate academic institutions and journals, and within the city and region wherein the partner resides.

ISU will require the formation of an Advisory Committee to provide high-level advice in support of the Institute’s goals. ISU and IISC Board members may serve on the Institute’s Advisory Committee. ISU will expect formation by the partner of a multidisciplinary task force established to open the Institute on a schedule to be mutually determined. It is also envisioned that in advance of the construction and establishment of the full-blown Institute, the partner will
develop a ramp-up program in order to attract entrepreneurs, thinkers, students, and funding to the project.

ISU recognizes that entrepreneurial and student attendance at the Institute will come from around the world and also as students of the partner. Equally, faculty and administrators will be partner employees. Both will be subject to the standards and processes of the partner.

REQUIRED INFORMATION FOR RESPONSE TO THIS REQUEST

Preliminary responses should be delivered electronically by February 29, 2016 at the dedicated email address RFI@isunet.edu. By March 31, 2016, the ISU will deliver either an acceptance or rejection of every qualified response for entry into the subsequent phase of the selection process.

A first stage response of no more than 10 pages should indicate the partner’s interest, and include an initial outline of the scope of the proposed ISU Heinlein Institute operations either as a purpose-built facility or renovated building. The initial outline should include people, facilities, research goals, public interface, and academic content. Specific responses are desired rather than extensive and/or pre-published backgrounders on the university and its research programs. The response should include and or describe inter alia the following, as outlined in the following sections:

1. Name and location of the partner and the designated academic leader/office, faculty and staff that will spearhead the Center’s overall development;
2. Name and coordinates of an assigned Point of Contact from the side of the Partner
3. The proposed site or venue for the Institute, including the Partner’s preliminary thinking on the housing of a facility of purpose-built facility or the renovation of existing assets;
4. A short overview of the aforementioned existing or planned facilities
5. Proposed timeline of milestones toward initial creation of the Institute, including the interim program and its outputs, such as the publication of early research, suitable for refereed journals in various fields as well as initial thoughts on a fund raising campaign and associated time;
6. Facilities to be used for the interim program, and their relation and proximity to each other and from central campus facilities;
7. Background on the partner’s successful collaborations with other institutes, centers and programs of like size and multidisciplinary scope; and how it intends to affiliate other institutions to the Institute for collaboration;
8. Incubator or other such business facilities, at or near the partner, with assurance that The Heinlein Institute faculty, administrators, entrepreneurs, and students will have access to such facilities;
9. Library facilities, maker facilities, business school, performing arts theaters, museums, bibliographical databases and inter-library resources that will support the investigation into and display of entrepreneurial opportunities in space;
10. Achievements of the partner’s institutional advancement/development resources, public relations facilities and programs that can be supportive of the Institute and its goals;
11. Preliminary cost estimates for the three to five years leading to the establishment of the Institute, its programs and operations;
12. Finally, describe what unique assets/resources your Partner brings to the establishment of the ISU Robert A Heinlein Institute for Space Entrepreneurialism.

About the International Space University (ISU) – [www.isunet.edu](http://www.isunet.edu)

The International Space University (ISU), founded in 1987 in Massachusetts, US and now headquartered in Strasbourg, France, is the world’s premier international space education institution. It is supported by major space agencies and aerospace organizations from around the world. The graduate level programs offered by ISU are dedicated to promoting international, interdisciplinary and intercultural cooperation in space activities. ISU offers the Master of Space Studies program at its Central Campus in Strasbourg. Since the summer of 1988, ISU has also conducted the highly acclaimed Space Studies Program at different host institutions in locations spanning the globe. ISU programs are delivered by over 100 ISU faculty members in concert with invited industry and agency experts from institutions around the world. Since its founding in 1987 on the campus of MIT, with Sir Arthur C. Clarke as its Founding Chancellor, more than 4000 students from over 100 countries have graduated from ISU.

About Heinlein Prize Trust – [http://www.heinleinprize.com](http://www.heinleinprize.com)

The Heinlein Prize® honors the memory of Robert A. Heinlein™, renowned American author. The purpose of the Heinlein Prize is to encourage and reward progress in commercial space activities that advances Robert and his wife Virginia’s dream of humanity’s future in space. Efforts include: the Heinlein Prize for Accomplishments in Commercial Space Activities, the Microgravity Research Competition, the Heinlein Commercial Space Activity Prize, the “Flight Into the Future” international contests, the Have Space Suit — Will Travel educational program, and the online Heinlein Archives.