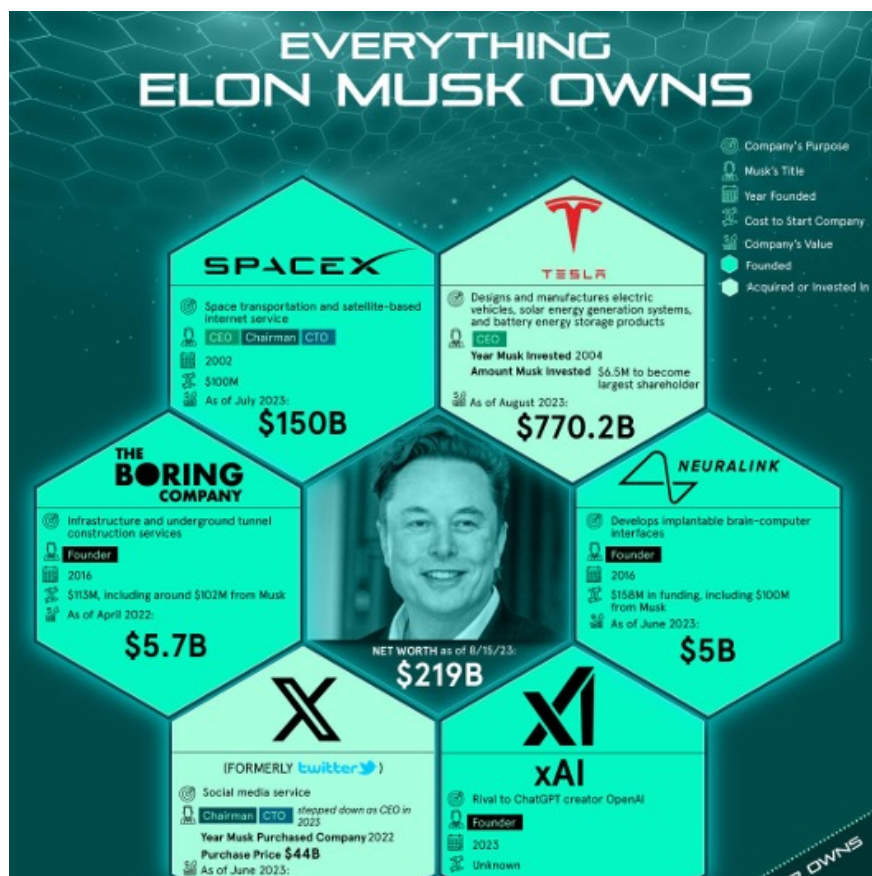


Executive Certificate in NewSpace : In Search of The Next Elon?

12-Week Challenge-Based Astropreneurship Programme

**Presented by the Orion Astropreneur Space Academy (OASA)
For OASA Members Only**

Programme Director:
Professor Gregg Li
Provost, Orion Astropreneur Space Academy (OASA)



*There's nothing
more valuable
than helping
high-flyers take
on a new
mindset.*

Programme Overview

This **exclusive members-only** executive certificate programme is built on **challenge-based learning**. Each participant (or corporate team) joins with an intent to develop a new business for their organisation. These high-flyers would work on an agreed “moonshot” progressively over **12 weeks**, turning ambiguity into actionable, fundable solutions by their company.

The programme closely mirrors the proven action-learning flow of the Young Marco Polo Programme (YMP), combining structured workshops, monthly tutorials, sponsor alignment sessions, fieldwork, and peer accountability. The YMP is a globally award winning programme created by OASA and this version is called “**The Next Elon**”™. Mentorship is provided exclusively by the senior team at OASA led by Prof. Gregg Li, a serial entrepreneur and corporate game changer.

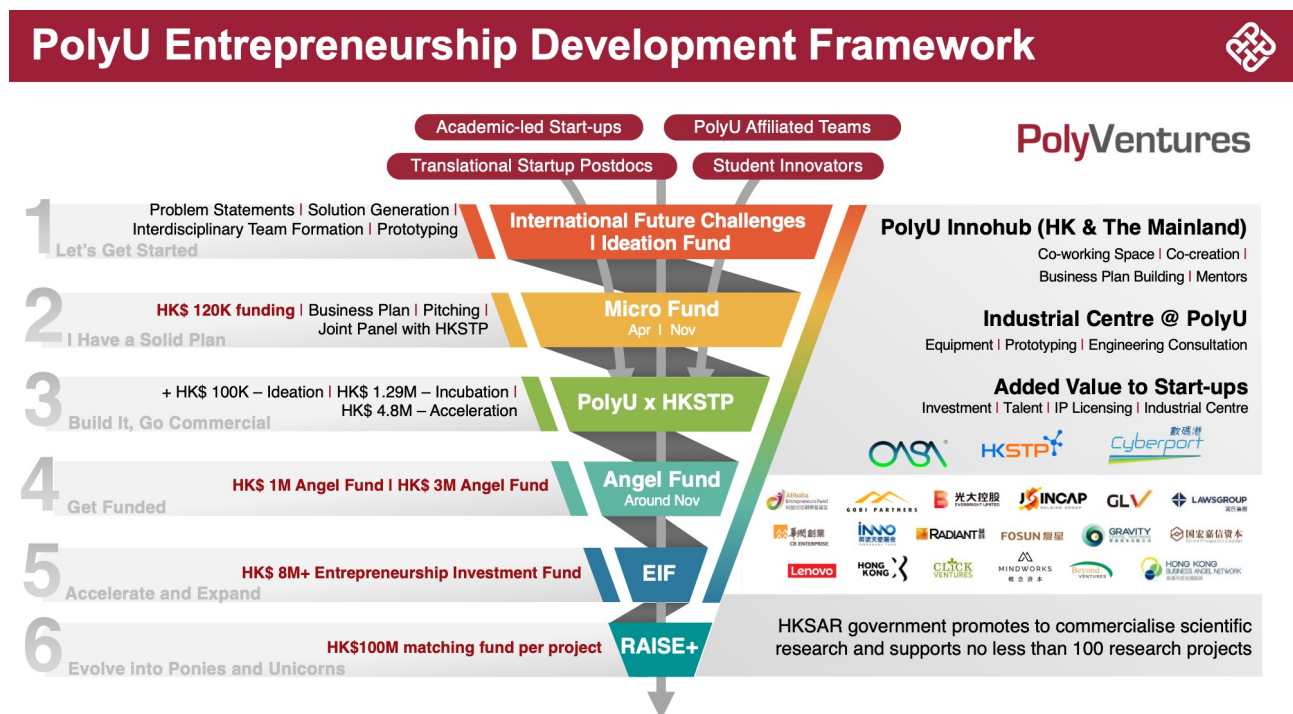
Your nominee will iteratively refine your challenge through frameworks, research, AI tools, agile execution, and stakeholder validation – culminating in a professional investor pitch.

Format:

- Core workshops typically on **Saturdays** (9:30am – 12:00nn, with light refreshments). Starting 18 July 2026. There are 8 workshops in total. First four is on a Saturday, with other high flyers. Hybrid participation option available.
- The remaining four workshops are offered on **Wednesday late evenings** (e.g., 5:30pm – 8:30pm) **and/or** Saturday mornings, with exact dates confirmed with the cohort.
- **Monthly Tutorials:** One dedicated tutorial per month (total of **three tutorials per participant**) for one-on-one or small-group consultation with senior team at OASA, led by Professor Gregg Li.
- Mentors who are subject-matter experts are also provided and they are from the Institute of Management Consultants, our working partner.
- Maximum 12 - 15 participants per “Next Elon”™ cohort for intensive interaction and mentoring

Certificate: OASA Executive Certificate in NewSpace (Challenge-Based Astropreneurship) awarded upon completion of deliverables, 80% attendance (workshops + tutorials), and final pitch.

Outcome: The main outcome of this learning is to rise to the challenge of one's company by converting the company's great ideas into fundable challenges. Below is an example at PolyU. Similar arrangements are being offered at HKU, CityU, and CUHK.



Programme Flow & Key Deliverables

Structured in three phases for progressive momentum, supported by **three monthly tutorials** (one in July, August, and September) for personalised consultation with professors and mentors.

Phase 1: Foundation – July 2026

Focus: Problem reframing, alignment, and initial canvas.

Workshop 1: Designing Your Problem-Solving Methodologies and Business Canvas

Date: Saturday, 18 July 2026 | 9:30am – 12:00nn



Location: ADC309, HKU SPACE, Admiralty (or OASA Shatin / sponsor venue)

Facilitators: Professor Gregg Li, Dr. David Dong, Fletcher Ng

Monthly Tutorial 1 (July): Personal consultation session with professors/mentors to refine your challenge statement and project plan.

Key July Deliverables:

- Refined challenge statement
- First-draft Business Canvas
- Project plan & Gantt chart
- NDA signed and sponsor alignment confirmed
- Investigation plan for commercial entities

Tutorial (Wed, 22 July): Understanding How to Tackle Projects & Reframing

Phase 2: Deep Development – August 2026

Focus: Research, validation, AI integration, and agile execution.

Workshop 2: UX, Empathy Mapping & Customer Discovery

Date: Saturday, 1 August 2026 | 9:30am – 12:00nn

Location: Goldlion Holdings Centre, Shatin

Invited Lecturer: Mr. Max Wang/Mr. Thomas Wong

Workshop 3: Application of AI into Business Creation

Date: Saturday, 15 August 2026 | 9:30am – 12:00nn

Location: Goldlion Holdings Centre, Shatin

Facilitators: Prof. Steve Wong, Lewis Ng

Workshop 4: Agile in Action & Project Management

Date: Saturday, 22 August 2026 | 9:30am – 12:00nn

Facilitator: Fletcher Ng

Monthly Tutorial 2 (August): In-depth consultation on data/AI strategy, customer validation, and mid-project adjustments.

August Highlights:

- Sponsor face-to-face review (early August)
- Second round of investigative fieldwork / GBA partner meetings

- Mid-programme deliverables: Updated Gantt, second-draft Canvas, market sizing (TAM/SAM/SOM), investor shortlist, 50%+ progress on key outputs

Phase 3: Closure, Synthesis & Pitching – Late August to September 2026

Focus: Integration, storytelling, impact, and funding readiness.

Workshops 5-8

Proposed Format: Wednesday late evenings (e.g., 5:30pm–8:30pm) **and/or** Saturday mornings (9:30am–12:00nn)

Exact dates: To be confirmed with the cohort.

Other Workshop Topics:

5. Finance, Insurance, ESG, Risk & Funding Models

6. IP, Data Governance & Ethical AI in Orbit

7. Scaling, Go-to-Market & Operations Strategy

8. Investor Readiness & Pitch Deck Refinement (dry run)

Monthly Tutorial 3 (September): Focused preparation for the final pitch, ESG assessment, and sponsor recommendations.

Workshop 8: Final Pitch Day - Pitching for Outside Funds

Date: Late September 2026 (TBC - Saturday preferred)

High-stakes presentations to investors, corporate partners, and mentors, followed by feedback and networking.

Final Deliverables (by mid-to-late September):

- Complete 10 key deliverables
- ESG impact assessment & investor recommendations
- 360° evaluation
- Sponsor-ready materials and presentation

Demo Dry-Run: Mid-September (team-arranged)

Distinguished Faculty & Speakers

Programme Director:

Professor Gregg Li – Provost, OASA

Potential Core Contributors: Dr. David Dong, Prof. David Peng (ASU), Prof. Quentin Parker (HKU), Prof. Stephen Cheung (HKU, PolyU), Mr. Max Wang (Tsinghua Taiwan), Thomas Wong (PolyU Design School), Prof. Steve Wong, Fletcher Ng, and guest NewSpace investors/mentors.

Global mentors from OASA's network will support teams where relevant. The three monthly tutorials provide dedicated access to these professors for personalised guidance.

Who Should Attend?

OASA members who are:

- High potential C-suite executives
- Entrepreneurs and intrapreneurs with a defined NewSpace challenge
- Professionals in finance, insurance, technology, logistics, or policy ready for intensive action learning

Benefits

- Solve a live organisational challenge with expert guidance, peer support, **and three personalised monthly tutorials with a mentor**
- Earn a prestigious OASA Executive Certificate
- Build high-calibre networks and direct investor connections
- Master immediately applicable tools (canvas, systems thinking, agile, AI, pitching)
- Align your work with Hong Kong / Greater Bay Area NewSpace momentum

Members-only Fee: HK\$48,000 (includes all materials, refreshments, certificate, three monthly tutorials, and post-programme alumni support).

Application: Submit a one-page challenge statement by early June 2026. Priority to

TEXT

**FAILURE IS AN OPTION HERE. IF THINGS
ARE NOT FAILING, YOU ARE NOT
INNOVATING ENOUGH.**

失败在这里是可接受的。如果没有失败，你就没有足够地创新。”

Elon Musk

committed OASA members.

Ready to transform your NewSpace challenge into a funded reality over 12 intensive weeks?

Contact: [info@oasahk.org] | www.oasahk.org. Fletcher.ng@oasahk.org

OASA - Where executive challenges meet orbital opportunity.

About the Program Director, Prof. Gregg Li



Gregg has been a coach and mentors to CEOs, a chairman on a few boards, a global head of consulting practices, a serial entrepreneur and a company builder; and lastly, a student and an adjunct professor in management and strategy with some of the top schools of businesses along the Pacific Rim. Having personally coached and mentored over a hundred high-flyers with global employers such as Aon, American Express, Citibank, IBM, and PWC, he is now one of our core developers of change-makers at OASA. Partners at leading consulting firms, global head at MNCs, and founders of startups have been his mentees; and many are

now changing the world for the better.

Elon inspired him in 2009 and now he's looking to nurture other Elon's in the years ahead.



**“We cannot solve our problems
with the same thinking we used
when we created them.”**

~ Albert Einstein

