ITS & Chalmers University of Technology Webinar

Space to Grow: How an Economy Takes Shape in Space
Matthew C. Weinzierl, Harvard Business School

🗓️ **Date:** November 17, 2026
🕘 **Time**: 9:30–10:30 AM ET, 15:30-16:30 CEST, 23:30-00:30 JST/KST
📍 **Format**: Virtual webinar. **Register on eventbrite.**
🎓 **Hosted by**: Chalmers University of Technology, TELUS, International Telecommunications Society

Getting to space is becoming cheaper. Building an economy there is much harder.

NASA is already paying companies to deliver scientific instruments to the Moon, and a successful landing proves that the mission can be done. But a lasting delivery service requires repeat customers, and those customers need confidence that capacity will be available when they are ready to use it. How does a market begin when each piece depends on the others?

Falling costs can help start that cycle. A dependable service gives another business a reason to invest, and new customers give that service a reason to grow. But businesses also need to know what they may use and what risks they bear. Who may use resources gathered from the Moon? Who is responsible when orbital debris threatens another spacecraft? These legal questions help determine whether technical success can support a lasting market.

Matthew Weinzierl brings an economist's eye to this frontier. A professor at Harvard Business School and co-author, with Brendan Rosseau, of Space to Grow: Unlocking the Final Economic Frontier, he examines how private enterprise, public investment, and the rules governing shared space shape what comes next. Space tests familiar economic questions under unfamiliar conditions.

Join the International Telecommunications Society for a conversation that moves from businesses operating in space today to the prospect of sustained activity on the Moon. We will ask what turns a first success into a service others can rely on. After the first mission makes history, who comes next, and why?

👥 Speaker
Matt Weinzierl, Jacqueline Elbling Professor of Business Administration and Senior Associate Dean for Faculty Development, Harvard Business School

📋 Structure
- 30-minute presentation
- 30-minute Q&A

🔗 **Free registration on eventbrite.**

📩 **Submit questions in advance to:** joe.rowsell@telus.com