

This is space, no rocket  
required in association with

Lancaster University Management  
School.

I genuinely 100% believe that  
space is going to be so critical

and fundamental to the world  
that you live in that I want you

guys to have that that with that  
horizon, you know, that you can

actually think about these  
emerging sectors.

In this episode, my students are  
going to launch me into space

and put me in the hot spot by  
asking me some questions about

space entrepreneurship. I think  
yes.

Why did you decide to teach us  
about space entrepreneurship? So

why I decided to yeah, because  
that was my personal trainer

understanding so, so why why is  
that relevant to my students?

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emerging sectors and

opportunities. I want you to be  
able to leave here and go you

know what, I get that and you  
know, even if you're not

entering the space sector, if  
you can use the tech, yeah, but.

So that is about the potential opportunities, but we often talk

about entrepreneurship as being creative and about creating new

businesses and opportunities, but we usually talk about that

within a sector.

The space sector is completely open, right? You can be anything

and do anything in the space sector. So if there's ever a

time in the world that we live in where our students can

actually have a blank canvas and make their mark and make an

impact in humanity, and the world is space. So why would you

not teach space entrepreneurship? Why would you

not teach entrepreneurship in that way? Yeah.

So since you know so much about space entrepreneurship, what do

you think is the most important skill or a quality that is space

entrepreneur would require? It's back to that creative thing can

create a thing that really pushing the boundaries. Yeah,

really challenging it and looking for the evidence, yeah,

because I think that you can really change the world. I

genuinely believe that. I'm not just flippant about it. I

genuinely think that you can change the way that we're going

to live and you can do that

through tech and space.

But don't you think if this  
creative thinking you made us

free, like we have to think  
freely. Don't you think if we

would have been in boundaries  
then would we would have

realised you know the importance  
more like how precisely we

should use the resources like  
what do you think should be the.

So the reason that I am really  
keen on you being the case of

thinking right, it's just so  
that you get that kind of 360

degrees that you've got your  
opinion because when you start

putting boundaries in you're  
putting social political

frameworks in. Yeah, you're  
coming at it.

From a cultural and social and  
political yeah influence yeah

and it's always hard to break  
out of that but we are we're

we're moving into space sector  
right where we still need we

really need more than ever  
collaboration but we're becoming

involved in a more divisive  
world. Yeah and and a really

difficult time especially  
technology. So we need people to

to break out of those  
constraints and understand the

social political influences.

Yeah, they are impacting on  
their thinking. Otherwise, what

we're going to do, and this is my big worry, is we're going to

replicate the problems on Earth in space. Yeah, we're only going

to continue to keep doing the same thing and we're not going

to have that many chances. Yeah. So we need to do goods and we

need to think differently and we need to push the boundaries.

I think my question for you would be, I remember when we met

the first day, you told us, hi guys, I'm putting you in the

space industry. And the most interesting thing is you're

going to do it in the metaverse. Yeah, this is an experiment,

right? So my question for you is how has that experiment gone so

far?

I've loved it.

I don't know about you.

Yes, it was an experiment because I am taking a risk.

Yeah, certainly before I started teaching space entrepreneurship

and using tech, we were using traditional businesses and we

were using traditional business models. I generally don't think

that's where we're living in. I don't think that's a world that

you're going to be living in. So for me, I think academics need

to take challenge. We need to think creatively. We need to

lead. Yeah, we really need to lead and do things differently.

Um, I have spent many a night panicking. And I know that,

Phil.

I've probably drove Phil crazy because Phil's been panicking on my behalf at times.

So maybe it feels like a passion to ask, but I think I I've had

faith from my conviction that this was the right thing to do

and the right way to do it. And actually there's a lot of I've

been teaching entrepreneurship for 20 years.

So I can't ignore my area. Well yeah, and I can't. And I thought

if it all goes wrong.

Silicon Valley. Do you know what I mean? How did we get Silicon

Valley? Things went wrong. Yeah, you learned you. You feel fast.

You learn quick. Yeah. Yeah. So text tech tech is a challenge.

It's always going to be a challenge. But there's so much

to learn. And actually when the failure happens, that's when

actually really good stuff happens. As you saw a prime

example where you put too many cheese and a dog. Yeah. In the

frame claps, you learned really quick because you were able to

build the frame in five hours. Yeah. So I don't know if I've

answered that question, but for me.

I don't want to be doing 60 PowerPoint slides. Yeah. I don't

want to be standing talking at you. I want us to be learning

together. Yeah. And as you know, I want us to have as much fun as

possible.

And ultimately I want you guys to just blow the world away. You

know, I want you to get when you leave Lancaster, I want you to

be going out there 100 mile an hours. But all of these skills

and all of these experience and going lick and I genuinely

believe that that will propel you to greatness. Thank you for

not having 60 slides.

You have been through enough. You see more sleeping people.

She went after being that sheep thing. I didn't even up. Yeah.

So you spoke about pushing boundaries. So could you tell us

your views about women in entrepreneurship and women in

space entrepreneurship? And critically, so I'm doing

research on women and space entrepreneurship. I started that

last year. So I've interviewed women across the world that are

looking to enter the space sector or are setting up their

business in the space sector and

having been through

entrepreneurship for the last 20 years.

There, there, there is barriers for women entering business.

Yeah, we know about the the glass ceiling is still very much

exists. We're still pushing and challenging that. The problem is

in the space sector. The space sector has historically been a

male dominated industry. Yeah, and women have got to have more

qualifications, more bigger ideas. Yeah, and I shared with

you. Or maybe I didn't, but my research found that women were

either too confident or not.

Confident enough. Yeah. Yeah, there were two. Feminine. Yeah.

Or not feminine enough? Yeah. OK. So when we're still talking

about business ideas that can revolutionise the world. Yeah.

And we can make an impact on people's life, but we're

actually still talking about if a woman's wearing a dress or

not. And as investible. It's ridiculous. Yeah. Yeah. We don't

need to be looking at how somebody looks. Yeah, that

should not be a barrier about how can I invest in you if

you're sexy or not sexy.

That killed us. Yeah, but that's the reality that, you know, I'm

I'm being flippant and saying it's ridiculous, but it's

reality because that's what female entrepreneurs told me.

Female space entrepreneurs that had amazing ideas, OK, we're

being told that they were too intimidating because they were

too sexy.

Yeah, but don't be sexy when you're coming for investment.

I'm sorry, you're turning your shoe. Yeah, you're turning up

issue and you're being professional. So there are so

many barriers at the moment, too many barriers. And what I would

say is that the space sector, I think needs to be more

inclusive. I think we need different skills. So yeah, lots

to do in terms of women. Yeah. And and, but actually about

inclusion.

Across the board for the space sector, I think of something

question do that or did you face any any such problems while

being an entrepreneur while started as you know, setting up

your business. Yeah loads. So my first business I was, I've told

you I was a single mom and I set up my business so that I could

make money from my me and my son. And at the time the

Internet didn't exist. Well, it did exist, but it was nothing

like what it is now. And I sound  
like I should be getting my

pension.

It wasn't that long ago that it  
started and I was trying to get

advice for set up my business  
and I wasn't allowed to take my

my pram into the place where to  
get business advice. And I said

well, what do you want me to do  
with my baby? I've got a couple

of month old baby here. It's not  
like I can just like leave him

at the door.

They ask you that.

They just told me I wasn't  
allowed to go in. I wasn't

allowed in the building with my  
pram. I had to leave my baby,

hmm. Outside or I couldn't get  
business help. God. And yeah. So

I pushed back on that, and I was  
like, this is ridiculous. So I

made rice the youngest managing  
director in the world.

So he had to come in because he  
was part of the business. Yeah,

so he was actually a member of  
the business. So they couldn't

actually not let me take a  
member of the business into the

meeting. So Reece and the  
Millennium became the youngest

managing director in the world,  
and he was allowed to access and

his pram and to get business  
advice.

True story.

Yeah. And then when I went for investment from a second

business, it's I I got I got turned down a lot for the

investment. Eventually got investors who invested in me but

thought my idea of online TV was completely bonkers but quite

liked me being bonkers. But when I went to the investors pitches,

they were always asking me my planning to have another child.

In a relationship, you know, so it was very personal questions.

And I had a friend who was also going for investment at the same

time, and he was a male and he was asked about risk and he

wasn't asked about, you know, family or children or

relationship. So yeah, I've faced loads of challenges and

loads of prejudice.

And, you know, Once Upon a time you just accept that. But I

think now I would, I would push back all. Well, I did push back,

but I think I would be more articulate than I was. I think I

was young. And, you know, I think if I could add to that, I

have friends who tell me they don't want to have kids. And

they say it might sound selfish, but if they want to go ahead in

their careers, they don't want

to have those things pushed them

back. And you see, The thing is  
I would say.

Is that I'm a better person  
today with my children and I've

probably been more successful  
because of my children despite

all those challenges. Yeah, they  
have propelled me to to get up

every day and be the best person  
I can. And I'm not saying I have

every day, but, you know,  
actually I try to become a good

person, to try to become  
successful, to be a good role

model. So.

I would not change it for the  
world, for all the hard and

things I've face and all the  
challenges I've faced and you

know, it's it's not been easy.  
Yeah, it's not been easy trying

have working in London and  
living 45 minutes or an hour

away and having to drop your  
child off at nursery, then drive

to the train station, then wait  
to get the train, then get the

tube, then get into the office  
and time not have a lunchtime so

you can leave early.

If you missed the tube or you  
missed the chain, you're late

for the nursery pick up because  
everything's precision time and

there's just no flex. Yeah, that  
was the days before COVID I feel

like. But I wouldn't change it for a while. Sorry, I went off

for long. So I want to know that is the solution for this

problem, is it to have more female venture capitalists? Yes.

That would be amazing. It would be great if we had more female

venture capitalists. Still not got enough? OK, so since you've

spoken so much about.

Space entrepreneurship and space startups. Have you read or heard

about any interesting space startups? Hmm.

Boss, actually. So there was one. I was speaking to some

students, OK, I'm on Monday this week and they were, I'm going to

get the name wrong. Ohh, I'm so so I'm so sorry. Quantum quantum

dice and they are Oxford University students. They came

up with a business idea in their course. They then got some help

from the University of Oxford and they have launched their

business.

And basically what they're doing is they're using quantum maths.

Physics, yeah, to look at encryption and think about how

much big data we're using and how much space is relying on

data.

They've got an encryption kind of software that they reckon

could solve some of those problems. So it's really quite

an exciting, you know and that was similar sitting in the same

as place that you're in just now come up with an idea and taking

it forward and they've been able to get a lot of funding for that

so.

OK, So what you're saying is we should go to the uni for some

support, yeah?

Yeah, aren't you? Yeah.

University should be helping

space entrepreneurs. Yeah, we should, we should be, we should

be part of that. So I also want to know if you were in our shoes

and if your professor would have told you to come up with the

space startup, what would be your idea?

So what has this is students is there's not enough female

billionaires in the space sector. So one day I'd love to

be in that that zone. Yeah, my kids would love me in that zone.

But I think if I was to come up with a space based system or

business idea, it'd be around cybersecurity and space. So

about secure by design. So you know how we're talking about

Norton antivirus and looking at your computer, keep your

computer safe, something like that for the space sector.

OK. And I say they can if I could crack that.

I could make a lot of money, yeah, yeah. I'm just not sure

how to crack it at the moment, but my I do spend many nights

thinking about it.

Was is that wailed? And no, no, that's not, that's not sensible.

It's very practical.

Say thank you so much for having us, but also thank you as a

class you. I always tell you that you have met one of the

most smartest people I have ever met in our class, and so trust

me to worry you're going to get some really crazy ideas.

I'm looking forward to it, yeah. And very competitive people as

well. So that's why we denied to make it a competition in, yeah.

No prizes, no winners. Everybody's winner. Yeah. Yeah.

Well, I have to say thank you so much for embracing my craziness.

Before ending, I want to take a feedback from you. Like, how did

you like our class? Did we meet your expectations? Yeah. So

where our ideas really making sense? Your ideas are right on

the money, like that guy said, you know? And.

There I have reflected a lot. As you know I've put a lot of time

and effort in this module and

using I've been. I've literally

been counting down the days to  
meet you. And you know what my

my feedback is you have been  
fantastic. Yeah. And you said

went with me on that journey.  
You know what my pet hates being

what's my pet hate being. She  
doesn't like it when you are not

connecting with her, when you're  
not paying attention.

Painting. Yeah. When you're not  
being at, like, enthusiastic,

excited. That's what she doesn't  
like. I don't. I don't like a

quiet class. Yeah. So, yeah.  
Lovely one. I thought I was

honest about that. Yeah, I feel  
like a quiet class. Like you

guys should keep talking, keep  
making noise.

You guys keep talking. I'll do  
my work.

Play music.

Yeah, we feel so connected with  
you in the class. Even if we are

looking at you, we get that  
smile back. And yeah, the second

lecture, it's play music. Yeah,  
my Music Choice. What did you

think? Lovely. I love good  
music. Very nice.

Ohh, that was it was Top 40 the  
other day there. But it was

Heather Small M people. And  
here's an interesting thing. Do

you know why I played that?  
Because it's what have you done

today to make you feel proud?

Yeah. So it was simple animal messaging. I wanted it to be,

you know, every day back to what we did the other day there.

Capitalism. Yeah, yeah. We live every day as if it's your last.

Take as much out here and make sure you're proud when you put

your head to your pillow.

Also in this module we just didn't learn about the technical

aspects of entrepreneurship, but I feel like we grew, I mean in a

more.

What do I say constructively? We have. Yeah, we have learned a

lot of things. We have realised the importance of technology,

self development. That's the one.

Sense of speed dating.

Yeah, give it a home.

Creative ideas to carry out thing. Yeah, it's very important

to speed date with articles because that was not what I was

expecting. Yeah, no, with human beings, but with I academic

journals, yes. Also I need to tell you something. You know

that article, right? So I used an AI to summarise the article.

I did it work? Yes, it did. Wow. Wow. See, there's a whole new

area for us. But The thing is,

is that you have got to

influence this, right? It can't  
be academics telling you we've

got to develop this. Yeah, it's  
about that Co production. So

you're learning environments.  
Yeah. We've got to learn and be

sensible about how we use it  
together because it's not all

bad. Yeah. Yeah. It's not all  
good neither, but yeah. But

thank you.

You're telling me that was a  
confession?

And one more thing, I really  
like the way that you put

effort, the things that you come  
next day morning. Like, I was

thinking about this back in my  
home back night. I was like and

a follow up mail e-mail every  
time we received the following

last night also, we received it  
and I was like, she's crazy.

You're at home. It's it's your  
free time. Spent time with your

student. You, you come the next  
morning. I was thinking about

this thing this morning was like  
Sharon, it's OK.

Yeah, exactly. Just so you know  
you did something that no one

you made people who were not  
interested in class are you

talking about. Yes. I have a  
friend who's like all the the

modules are boring. He's come  
for almost every class of your

module should recognise me. Yes.  
And, and I can't tell joke every

time. And I asked him, yo,  
you're in class today. He's like

this one is interesting. So  
you've performed a miracle.

Ohh my Lord, can we get out? Can  
I come back there?

Yeah. Thank you, guys. It's been  
wonderful. Thank you so much.

Thank you. And we'll miss you,  
Sharon, for yeah, absolutely.

We're gonna miss you. Did you  
get that?