

**Space BD****Space Business Game Training Program Provided to  
Panasonic Staff Aiming to Create New Businesses**

**Proactively providing training program with novel approach on the theme of  
space & management for major company new business department to provide  
experience of taking on the challenge of the unknown**

Tokyo—Space BD, a leading Japanese space startup, provided the adult-oriented space business game training program on the theme of space & management for the Panasonic Corporation Game Changer Catapult staff who aim to create new businesses.



Panasonic's Game Changer Catapult staff first became interested in Space BD's education business during the Space Week (the largest space conference and exhibition in Japan\*) held at Nihonbashi in Tokyo by Mitsui Fudosan Co., Ltd. in December 2022. To better facilitate the creation of new businesses, Panasonic has decided to implement Space BD's space business game training program because Panasonic felt the program met their needs to easily immerse themselves into a different environment to gain new perspective, and to systematically learn about the growing industry of space.

During the training session, participants took on the simulated scenario of being the management of a satellite development company, including handling various decision-making and team conflicts, and a Space BD director Kenichi Kawamoto gave an actual management case study of a startup company facing difficulties in its sixth year of operation. From this experience in the training program, participants said that they learned a great deal. One comment was about how important it is to have passion and enthusiasm for the business in the start-up phase, and the need to give your

all to communicating that in a limited environment, which will be a major contributor to later success. Another comment was about how in the moment you may not know if a decision was correct, but when creating a new business it is important to take all the options to the maximum.

The space business game training can be customized to customer needs and wishes. If you are interested please reach out to us at [pr@space-bd.com](mailto:pr@space-bd.com).

\*Space Week: <https://www.x-nihonbashi.com/spaceweek2022/en/>

#### 【Appendix】

##### ▼Space BD

Provided Program on Space Business and Startup Management for the First Time for Unilever Japan  
<https://space-bd.com/en/news/20230227.php>

##### ■About Space BD

We at Space BD are a one-stop provider of solutions for those in the space utilization field. Not only can we deliver payloads to space by a variety of methods and facilitate the use of International Space Station assets, but we can also assist with everything from business plans to hands-on technical operations. As of February 2023, Space BD's performance record marked over 70 satellite projects and over 300 orders.