Signal & Stage

Jim Cantrell



Where is the space economy going, and which opportunities can support a business? Jim brings the perspective of an entrepreneur who has had to make those decisions. His sessions connect launch economics and customer demand with the risks of building an aerospace company.

Format and duration

Keynote: 45 minutes total, with 35 minutes of presentation and 10 minutes for questions.

Commercial space

This session draws on Jim's commercial space experience to explore the relationship between technical capability and a viable business. It focuses on how leaders assess emerging opportunities while recognizing development constraints and uncertainty.

Audience takeaways

• Distinguish a technical milestone from a commercial opportunity.

• Identify assumptions behind a proposed space venture.

• Frame questions about customers, execution and business viability.

Aerospace entrepreneurship

Building an aerospace venture requires decisions before every technical or commercial uncertainty is resolved. This session explores how founders assess risk, choose development priorities and keep the business connected to customer needs.

Audience takeaways

• Identify technical and commercial risks that need separate attention.

• Prioritize a development decision around evidence and customer needs.

• Recognize when a business assumption needs to be revisited.

Technology commercialization

An engineering idea becomes a business through development choices, customer understanding and execution. This session examines the questions leaders should ask as a technology moves toward commercial use.

Audience takeaways

• Define the customer problem a technology addresses.

• Identify evidence needed before the next development commitment.

• Connect engineering priorities with a commercialization plan.

Watch the speaking sample

View the profile · Ask about this speaker