

SPACE STARTUPS VENTURE CAPITAL FUNDING

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Introduction

This reference document presents a collection of 10 infographics on space startups and venture capital funding. The material addresses the relationship between emerging space companies and venture capital across the processes of raising capital, progressing through funding stages, preparing for investment, and evaluating financial and operating performance. The collection is organized to move from an overview of the funding landscape to specific aspects of fundraising and investor assessment.

The opening infographic, “Space Startups and Venture Capital Funding Landscape,” establishes the broad subject area by framing the interaction between space startups and venture capital funding. “How Space Startups Raise Venture Capital” then focuses on the fundraising process. The third infographic, “Space Startup Funding Stages from Pre-Seed to Growth,” groups funding activity by company stage, covering the progression from pre-seed through growth.

The next section examines the criteria and structures associated with venture capital investment. “What Venture

Capital Investors Look For in Space Startups” addresses investor considerations, while “Space Business Models That Attract Venture Capital” focuses on business models in the space sector. “The Space Startup Pitch Deck for Venture Capital” turns to the presentation of a startup and its opportunity in the context of fundraising.

The collection then addresses evaluation and measurement. “Due Diligence in Space Startup Venture Capital” covers the due diligence process applied to space startup investments. “Space Startup Metrics and KPIs for Investors” focuses on the metrics and key performance indicators used in investor assessment. These topics extend the document from fundraising preparation to the analysis of a startup’s performance and investment case.

The final two infographics consider funding combinations and the search for investors. “Blending Non-Dilutive Capital with Venture Capital for Space Startups” addresses the use of non-dilutive capital alongside venture capital. “A Startup’s Guide to Finding Venture Capital” concludes the

collection with a focus on identifying and pursuing venture capital. Together, the infographics are grouped as a sequential reference covering the space startup funding landscape, capital formation, investment readiness, diligence, performance measures, funding structure, and investor discovery.

Section 1: Foundations and Funding Landscape

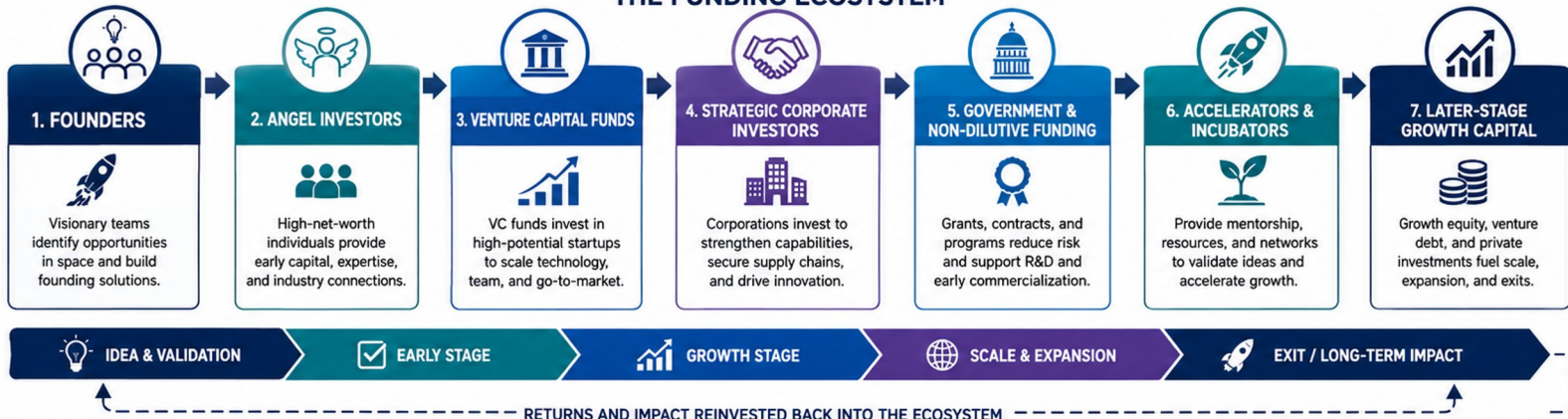
1 infographics

These opening pages establish the document and introduce the overall space startup venture capital funding environment.

SPACE STARTUPS AND VENTURE CAPITAL FUNDING LANDSCAPE

THE ECOSYSTEM FUELING INNOVATION FROM EARTH TO ORBIT AND BEYOND

THE FUNDING ECOSYSTEM



KEY SPACE SECTORS ATTRACTING INVESTMENT



CREATING LONG-TERM VALUE

-
- SOLVING GLOBAL CHALLENGES** (Globe icon): Through technology and data from space.
 - DRIVING ECONOMIC GROWTH** (People icon): Creating jobs, industries, and global competitiveness.
 - STRENGTHENING RESILIENCE** (Shield icon): Enhancing security, infrastructure, and sustainability.
 - INSPIRING HUMAN POTENTIAL** (Star icon): Expanding our reach and knowledge beyond Earth.

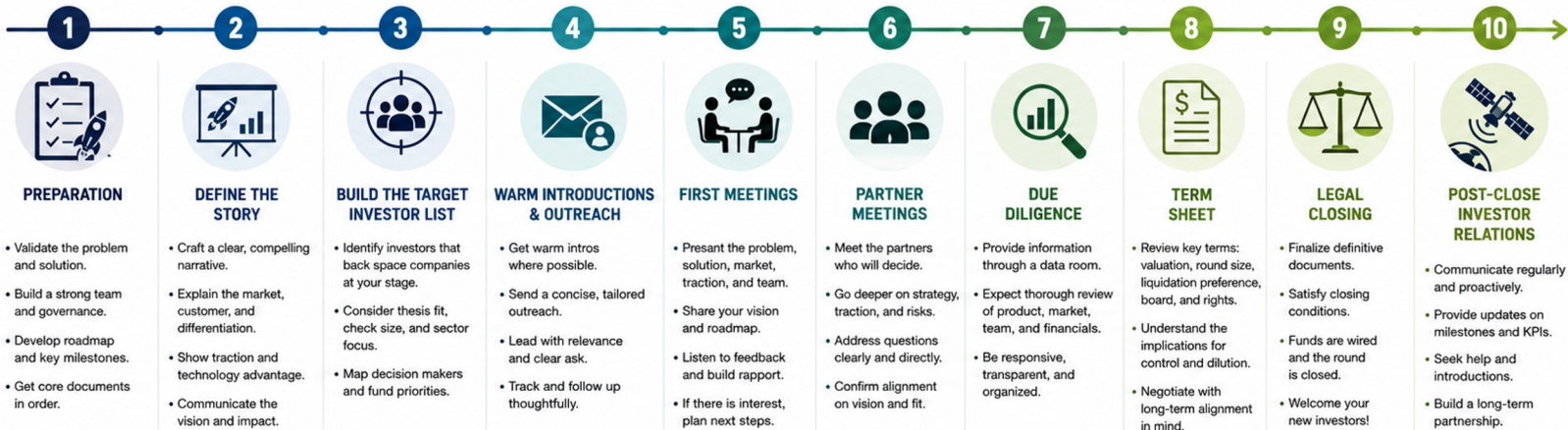
Section 2: Fundraising Process and Stages

2 infographics

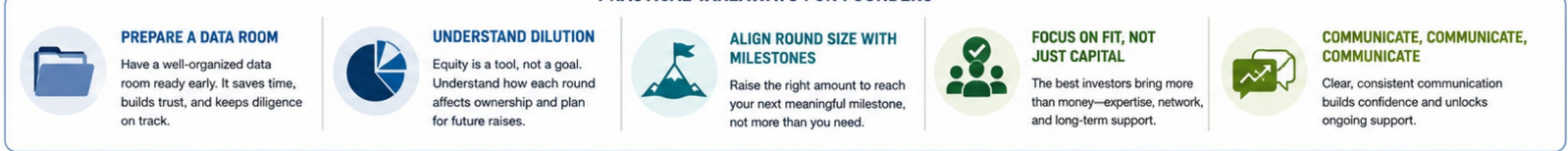
These infographics explain how space startups raise venture capital and how funding progresses from pre-seed through growth.

HOW SPACE STARTUPS RAISE VENTURE CAPITAL

A STEP-BY-STEP JOURNEY FROM PREPARATION TO PARTNERSHIP



PRACTICAL TAKEAWAYS FOR FOUNDERS



RAISING CAPITAL IS A PROCESS. PREPARE WELL, TELL YOUR STORY, CHOOSE THE RIGHT PARTNERS, AND BUILD TOGETHER.

GREAT COMPANIES ARE BUILT ON VISION, EXECUTION, AND STRONG PARTNERSHIPS.



SPACE STARTUP FUNDING STAGES FROM PRE-SEED TO GROWTH

A ROADMAP OF WHAT SPACE STARTUPS AIM TO PROVE, THE TRACTION INVESTORS LOOK FOR, AND WHO TYPICALLY INVESTS



 WHAT THE COMPANY AIMS TO PROVE	 The idea is grounded in a real problem worth solving.	 The technology works in the lab or through early prototypes.	 The solution delivers value to early customers.	 The business model is repeatable and unit economics are solid.	 The company can scale operations and expand into new markets.
 TRACTION INVESTORS LOOK FOR	• Concept and system design • Feasibility studies • Strong founding team	• Prototype or engineering model built • Technical validation in relevant environment • Key partnerships or letters of support	• First customers or pilot programs • Data showing value and performance • Initial revenue or committed contracts	• Repeatable sales process • Growing recurring revenue • Manufacturing plan and capacity in place	• Significant revenue growth • Market expansion and customer base scaling • Operational excellence
 TYPICAL INVESTORS INVOLVED	 Founders, friends and family, angel investors, incubators, accelerators.	 Angel investors, early-stage venture funds, space-focused seed funds.	 Venture capital firms, strategic investors, corporate venture arms.	 Growth equity investors, larger VC funds, strategic partnerships.	 Growth equity, late-stage investors, strategic partners, and in some cases public markets.

Section 3: Investor Appeal and Business Models

2 infographics

These items examine the qualities investors seek and the space business models most likely to attract venture capital.



WHAT VENTURE CAPITAL INVESTORS LOOK FOR IN SPACE STARTUPS



INVESTORS BACK SOLUTIONS THAT CAN SOLVE IMPORTANT PROBLEMS IN SPACE AND DELIVER OUTSIZED RETURNS

1 TEAM QUALITY



Experienced, mission-driven team with deep technical expertise, execution capability, and resilience.

2 MARKET OPPORTUNITY



Large, growing market with durable demand and clear long-term relevance for space solutions.

3 DIFFERENTIATED TECHNOLOGY



Proprietary technology or approach that offers a clear advantage in performance, cost, or capability.

4 CUSTOMER PROBLEM



Solves a critical, well-defined problem for a specific customer or mission.

5 BUSINESS MODEL



Clear value proposition, viable revenue model, and path to attractive economics.

6 TRACTION



Evidence of progress: customer engagement, partnerships, test results, or early revenue.

7 CAPITAL INTENSITY



Realistic understanding of capital needs, asset requirements, and efficient use of funds.

8 REGULATORY OR MISSION RISK



Clear view of regulatory pathway, export controls, mission assurance, and mitigation plans.

9 INTELLECTUAL PROPERTY



Strong IP position or trade secrets that protect technology and create defensibility.

10 PATH TO SCALE



Credible plan to scale production, expand to new markets, and compound long-term value.

WHY SPACE STARTUPS ARE EVALUATED ON BOTH TECHNICAL RISK AND COMMERCIAL RISK



TECHNICAL RISK

- Can the technology work as intended in space?
- Are performance, reliability, and safety achievable?
- Are there unknowns in development, integration, or operations?



RETURN COMES FROM
MANAGING BOTH RISK TYPES
THROUGH DISCIPLINE, DATA,
AND EXECUTION.



COMMERCIAL RISK

- Will customers pay and adopt at scale?
- Is the market timing, competition, and pricing right?
- Can the business model generate durable returns?

SPACE BUSINESS MODELS THAT ATTRACT VENTURE CAPITAL

INVESTORS BACK SOLUTIONS THAT SOLVE REAL PROBLEMS, SCALE GLOBALLY, AND BUILD LASTING VALUE.

MAJOR SPACE STARTUP BUSINESS MODEL CATEGORIES



1 LAUNCH & TRANSPORTATION

Provides access to space for payloads and missions. Revenue from launch services, rideshare, and responsive launch.



2 SATELLITE PLATFORMS & COMPONENTS

Builds the hardware that powers missions and constellations. Revenue from satellite sales, subsystems, and components.



3 COMMUNICATIONS & CONNECTIVITY

Delivers data connectivity anywhere on Earth and in the atmosphere. Revenue from capacity, services, and managed solutions.



4 EARTH OBSERVATION & ANALYTICS

Collects observational data and turns it into insights. Revenue from data subscriptions, analytics, and decision solutions.



5 GEOSPATIAL SOFTWARE & PLATFORMS

Provides software, maps, and location intelligence. Revenue from SaaS, APIs, licensing, and usage-based models.



6 IN-SPACE SERVICES & OPERATIONS

Extends the value of space assets. Revenue from in-space servicing, assembly, refueling, and debris management.



7 DUAL-USE & DEFENSE TECHNOLOGIES

Serves commercial and government needs. Revenue from secure solutions, resilient systems, and mission-critical tech.



8 ENABLING INFRASTRUCTURE & SERVICES

Builds the backbone of the space economy. Revenue from ground networks, data infrastructure, testing, and mission services.

WHAT MAKES A SPACE BUSINESS MODEL ATTRACTIVE TO INVESTORS



RECURRING REVENUE & LONG-TERM VALUE

Subscription, usage, or service models that create predictable, durable revenue streams.



CLEAR CUSTOMER DEMAND

Solves urgent, well-defined problems for commercial, government, or enterprise customers.



DIFFERENTIATED CAPABILITY

Proprietary technology, unique data, or operational advantage that's hard to replicate.



SCALABLE SOFTWARE OR DATA LAYERS

Software, analytics, and data platforms that scale across users, geographies, and missions.



STRATEGIC IMPORTANCE

Supports critical industries, national priorities, and the future of the space economy.



THE MOST INVESTABLE SPACE COMPANIES COMBINE HARDWARE AND SOFTWARE, SOLVE BIG PROBLEMS, AND BUILD BUSINESS MODELS THAT SCALE BEYOND THE FIRST MISSION.



Section 4: Pitching and Due Diligence

2 infographics

This section moves from presenting a space startup to investors through the diligence process that follows investor interest.

THE SPACE STARTUP PITCH DECK FOR VENTURE CAPITAL

A CLEAR, COMPELLING STORY THAT CONNECTS SPACE INNOVATION TO REAL-WORLD VALUE AND STRONG RETURNS

1 PROBLEM



- Define the critical problem clearly and concisely.
- Show why it matters now and the impact of doing nothing.

2 SOLUTION



- Present your approach in simple, non-technical language.
- Explain the key benefits and differentiation.

3 PRODUCT OR TECHNOLOGY



- Explain how it works at a high level.
- Highlight unique technology, IP, or capabilities.
- Show current development stage.

4 MARKET



- Define the total addressable market (TAM) and key segments.
- Show clear need and willingness to pay.
- Discuss long-term growth drivers.

5 CUSTOMER TRACTION



- Share early customers, partners, or contracts.
- Highlight product validation and pilot results.
- Show pipeline and letters of intent if available.

6 BUSINESS MODEL



- Explain how you make money.
- Detail pricing, revenue streams, and unit economics.
- Identify key cost drivers.

7 GO-TO-MARKET PLAN



- Outline your path to customers.
- Channels, partnerships, and sales strategy.
- Explain how you scale.

8 COMPETITION



- Identify key competitors and alternatives.
- Show your competitive advantages.
- Position for defensibility.

9 TEAM



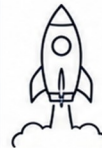
- Highlight key team members and advisors.
- Show deep domain expertise and execution track record.
- Demonstrate the right mix to win.

10 FINANCIAL PLAN



- Present credible financial projections.
- Link assumptions to market and business model.
- Show planned use of funds and expected outcomes.

11 FUNDING ASK



- State the amount you are raising and the instrument.
- Explain how the capital will be used and milestones it will achieve.
- Communicate expected investor return and exit paths.

BEST PRACTICES FOR SPACE STARTUPS



KEEP IT SIMPLE
Translate technical complexity into clear business value. Avoid jargon and acronyms.



LINK MILESTONES TO CAPITAL NEEDS
Tie funding tranches to specific, de-risking milestones and value inflection points.



SHOW WHY THE TIMING IS RIGHT
Highlight market, technology, policy, and cost trends that create a window of opportunity.



DE-RISK THE JOURNEY
Address key technical, operational, regulatory, and supply chain risks and your mitigation strategies.



FOCUS ON IMPACT AND RETURNS
Connect your mission to measurable impact and attractive investor returns.



TELL A COMPELLING STORY
Make your deck visual, coherent, and concise. Lead with the why, then the how.



DUE DILIGENCE IN SPACE STARTUP VENTURE CAPITAL

WHAT INVESTORS REVIEW BEFORE INVESTING



1 TEAM BACKGROUND



- Founder and key team experience
- Space and domain expertise
- Track record of execution
- Ability to attract and retain talent

2 TECHNICAL READINESS



- Technology approach and differentiation
- Current TRL and validation evidence
- Test results and performance data
- Key technical risks and mitigations

3 PRODUCT ROADMAP



- Clear roadmap and milestones
- Development plan to key inflection points
- Dependencies and assumptions
- Capital needs vs. value creation

4 CUSTOMER VALIDATION



- Target customers and use cases
- Customer feedback and references
- Letters of intent / commitments
- Competitive positioning

5 UNIT ECONOMICS



- Pricing strategy and willingness to pay
- Cost structure and margin outlook
- Breakeven and scalability drivers
- Sensitivity to key variables

6 INTELLECTUAL PROPERTY



- IP portfolio strength and ownership
- Patent filings and scope
- Trade secrets and know-how
- Freedom to operate assessment

7 CONTRACTS & BACKLOG



- Material customer and supplier contracts
- Backlog quality and visibility
- Terms, liabilities, and change control
- Off-take and launch agreements

8 MANUFACTURING & SUPPLY CHAIN



- Manufacturing strategy and scalability
- Key suppliers and critical components
- Lead times and capacity constraints
- Quality systems and process controls

9 EXPORT CONTROLS & COMPLIANCE



- ITAR/EAR and local export compliance
- Licensing requirements and current status
- Data security and IT controls
- Policies, training, and audit readiness

10 SAFETY & MISSION RISK



- Safety culture and policies
- Mission assurance and reliability
- Hazard analyses and risk register
- Insurance approach and coverage

11 FINANCIAL DISCIPLINE



- Historical financials and key metrics
- Burn rate and runway
- Use of proceeds and capital efficiency
- Governance and reporting cadence



WHAT FOUNDERS SHOULD PREPARE IN A DATA ROOM



COMPANY & TEAM
Org chart, bios, resumes, board information.



TECHNOLOGY
Architecture, test data, TRL evidence, design reviews, IP list.



ROADMAP & PLANS
Product roadmap, milestones, Gantt charts, and assumptions.



COMMERCIAL
Customer pipeline, LOIs, references, market analysis.



FINANCIALS
Historical financials, forecasts, unit economics model.



LEGAL & CONTRACTS
Material contracts, terms summaries, legal opinions.



OPERATIONS
Manufacturing plan, supply chain, quality systems.



COMPLIANCE & RISK
Export control docs, security policies, risk register.

Section 5: Metrics, Capital Strategy, and Funding Search

3 infographics

The concluding material covers investor metrics, complementary non-dilutive funding, and practical guidance for finding venture capital before closing the document.

SPACE STARTUP METRICS AND KPIs FOR INVESTORS

KEY INDICATORS INVESTORS REVIEW—USEFUL METRICS DIFFER BY BUSINESS MODEL



INVESTORS LOOK FOR TRACTION, SCALABILITY, CAPITAL EFFICIENCY, AND DEFENSIBLE ADVANTAGE.

Metrics help assess progress, risk, and future potential. The most useful metrics differ by business model, stage, and go-to-market strategy.



KEEP IN MIND

- ✓ Context matters: stage, market, and mission.
- ✓ Look at trends, quality of pipeline, and execution.
- ✓ Leading indicators today drive results tomorrow.

CORE METRICS INVESTORS REVIEW

CUSTOMER PIPELINE



Number and value of opportunities across stages. Indicates future revenue potential.

SIGNED CONTRACTS



Executed agreements validate demand and reduce commercial risk.

BACKLOG



Value of contracted work to be delivered. Provides revenue visibility.

ANNUAL RECURRING REVENUE (ARR) SOFTWARE / DATA



Predictable recurring revenue from subscriptions or licensing. Key for scalability.

GROSS MARGIN



Revenue minus direct costs. Shows pricing power and operational efficiency.

BURN RATE & RUNWAY



Cash used per month and months of runway. Indicates capital efficiency and urgency.

CUSTOMER ACQUISITION



Cost and time to acquire customers. Assesses growth leverage and sales effectiveness.

UNIT ECONOMICS



Contribution per customer, contract, or mission. Drives long-term sustainability.

MANUFACTURING THROUGHPUT



Units produced per period and yield. Indicates ability to scale hardware.

LAUNCH CADENCE



Number of launches or attempts over time. Reflects operational rhythm and access to space.

SOFTWARE-HEAVY VS. HARDWARE-HEAVY COMPANIES MAY PRIORITIZE DIFFERENT LEADING INDICATORS



SOFTWARE-HEAVY / DATA COMPANIES

- Leading indicators: pipeline growth, ARR growth, customer acquisition metrics, product engagement, churn (where relevant).
- Scalability drivers: product-led growth, distribution, data network effects.
- Focus: predictable revenue, high gross margin, efficient growth.



HARDWARE-HEAVY / INFRASTRUCTURE COMPANIES

- Leading indicators: manufacturing throughput, test success, supply chain health, launch cadence, integration milestones.
- Scalability drivers: reliable production, cost per unit, launch access.
- Focus: execution, reliability, and path to scale.



GREAT SPACE STARTUPS ALIGN METRICS WITH MISSION AND MARKET.

Choose the right leading indicators for your business model and stage—and show a clear path from today's metrics to long-term impact and returns.



TELL A DATA-INFORMED STORY.

Metrics without context are just numbers. Show traction, explain why it matters, and what comes next.

BLENDING NON-DILUTIVE CAPITAL WITH VENTURE CAPITAL FOR SPACE STARTUPS

STRATEGIC FUNDING OVER TIME TO DE-RISK TECHNOLOGY, REDUCE DILUTION, AND BUILD INVESTOR CONFIDENCE



THE GOAL

Use non-dilutive capital to reduce risk, achieve key milestones, and attract venture capital on stronger terms.

LAYERED FUNDING STACK

Founders blend multiple sources over time. Mix will change by company and mission.



KEY TAKEAWAY

Use non-dilutive sources to achieve meaningful milestones and de-risk the technology, then bring in venture capital to scale with momentum.



CAUTIONS: KNOW THE TRADE-OFFS



TIMING MATTERS: Apply early; awards and contracts take time.



RESTRICTIONS APPLY: Understand IP, export control, data rights, and publication rules.



MATCHING REQUIREMENTS: Many programs require cost share or partner commitments.



REPORTING BURDEN: Plan for compliance, audits, and deliverables.



INVESTOR ALIGNMENT: Ensure terms and obligations won't conflict with future investors or acquirers.



HOW NON-DILUTIVE CAPITAL DE-RISKS



FUNDS EARLY WORK



VALIDATES TECHNOLOGY



PROVIDES THIRD-PARTY SIGNAL



OPENS DOORS TO PARTNERS AND CUSTOMERS



IMPROVES VALUATION OUTCOMES IN VC ROUNDS



STRONGER COMPANY.
BETTER TERMS.



ALIGN FUNDING SOURCES TO MILESTONES



GRANTS & RESEARCH AWARDS → Early research, feasibility, methods, publications



GOVERNMENT CONTRACTS → Specific technical objectives, prototypes, test data



STRATEGIC PARTNERSHIPS → Co-development, access to data, test opportunities



CUSTOMER REVENUE → Pilots, subscriptions, data services, product validation



ANGEL CAPITAL → Seed/early rounds to build team, product, traction



VENTURE CAPITAL → Scale manufacturing, commercialization, global growth

A STARTUP'S GUIDE TO FINDING VENTURE CAPITAL

A GENERAL REVIEW OF RESOURCES AND WHAT THEY CAN OFFER



1. VC FIRMS AND INVESTORS

Dedicated VC firms invest in startups across stages and industries.

WHAT THEY OFFER

- ✓ Capital to scale your business
- ✓ Strategic guidance and mentorship
- ✓ Access to networks and partners
- ✓ Credibility and market validation

HOW TO ACCESS

- 📁 Firm websites & investment theses
- 👤 Warm introductions through founders, advisors, and networks
- 📅 Events, pitch days, and referrals

EXAMPLES

Andreessen Horowitz (a16z)
a16z.com

Sequoia Capital
sequoiacap.com

Benchmark
benchmark.com

Lightspeed Venture Partners
lightspeedvp.com



2. ANGEL INVESTORS AND NETWORKS

High-net-worth individuals who invest early and often provide close support.

WHAT THEY OFFER

- ✓ Seed and early-stage capital
- ✓ Hands-on mentorship
- ✓ Faster decisions and flexibility
- ✓ Industry expertise and connections

HOW TO ACCESS

- 👤 Angel investor networks
- 🌐 Online platforms and syndicates
- 👤 Founder communities and referrals

EXAMPLES

AngelList
angel.co

Tech Coast Angels
tca.vc

Pipeline Angels
pipelineangels.com

Golden Seeds
goldenseeds.com



3. ACCELERATORS AND INCUBATORS

Programs that invest small amounts and accelerate your growth.

WHAT THEY OFFER

- ✓ Seed funding (often \$10K–\$250K)
- ✓ Mentorship and expert guidance
- ✓ Curriculum and resources
- ✓ Demo days with investor access

HOW TO ACCESS

- 📁 Apply to accelerator programs
- 👤 Referral from network or alumni
- 🏆 Startup competitions

EXAMPLES

Y Combinator
ycombinator.com

Techstars
techstars.com

500 Global
500.co

MassChallenge
masschallenge.org



4. GOVERNMENT AND PUBLIC PROGRAMS

Non-dilutive funding, grants, and resources to fuel innovation.

WHAT THEY OFFER

- ✓ Grants and non-dilutive funding
- ✓ R&D tax credits and incentives
- ✓ SBIR/STTR and innovation programs
- ✓ Access to research and facilities

HOW TO ACCESS

- 📁 Government program websites
- 📁 SBIR/STTR solicitations
- 🏢 Local economic development offices

EXAMPLES

U.S. SBIR/STTR Programs
sbir.gov

NSF I-Corps
nsf.gov/i-corps

Small Business Innovation Research (SBIR.gov)

State and Local Grants
(Varies by location)



5. CORPORATE VENTURE CAPITAL (CVC)

Corporations invest in startups to drive innovation and strategic growth.

WHAT THEY OFFER

- ✓ Strategic capital investment
- ✓ Pilot opportunities and customers
- ✓ Domain expertise and resources
- ✓ Potential for long-term partnerships

HOW TO ACCESS

- 📁 Corporate venture websites
- 🌐 Open innovation portals
- 👤 Industry events and introductions

EXAMPLES

Google Ventures (GV)
gv.com

Intel Capital
intelcapital.com

Salesforce Ventures
ventures.salesforce.com

Boeing HorizonX
boeing.com/horizonx



6. ONLINE PLATFORMS AND MARKETPLACES

Digital platforms connect startups with investors and opportunities.

WHAT THEY OFFER

- ✓ Investor matching and discovery
- ✓ Pitching and fundraising tools
- ✓ Global visibility and exposure
- ✓ Data, insights, and analytics

HOW TO ACCESS

- 👤 Create a compelling profile
- 📄 Submit pitch decks and updates
- 👤 Engage with investor community

EXAMPLES

AngelList
angel.co

EquityNet
equitynet.com

SeedInvest
seedinvest.com

Republic
republic.com



ADDITIONAL VALUABLE RESOURCES



FOUNDER NETWORKS

Peer support, intros, and shared learning.



INDUSTRY EVENTS

Conferences, summits, and pitch competitions.



ADVISORS AND MENTORS

Guidance on strategy, pitching, and growth.



LEGAL AND FINANCIAL ADVISORS

Help with structuring, due diligence, and compliance.



MARKET RESEARCH TOOLS

Data and insights to validate markets and competitors.



KEY TAKEAWAY

Successful fundraising is about building relationships, demonstrating traction, and communicating a clear vision. Use a mix of resources to find the right investors who align with your mission and growth stage.

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