

KEYNOTE · ALEXANDER BAHL

SPACEX: MISSION MARS

How a startup reinvented spaceflight – and what you and your audience can learn from it.



TARGET LOCK > VISUAL FEED 01

[REC]

WHAT YOUR AUDIENCE TAKES AWAY

// MODULE 01

01

THE COURAGE TO THINK BIG

For years, reusable rockets were seen as unrealistic. Today, Falcon 9 first stages land again as a matter of routine – making the trip to space dramatically cheaper. What that teaches us about bold ideas.

// MODULE 02

02

TEST FAST, LEARN FAST

At SpaceX, explosions on the test stand are part of the plan: every failure delivers data for the next version. How rapid iteration speeds up innovation – and why a healthy failure culture is an advantage.

// MODULE 03

03

LEADING WITH A BOLD GOAL

Taking humans to Mars is SpaceX's declared mission. That one big goal aligns thousands of employees in a single direction. What a daring vision can do for motivation and focus in any team.

// MODULE 04

04

FROM STARTUP TO PIONEER

Founded by Elon Musk in 2002, its first success came in 2008 with Falcon 1 after three failed launches. Today: Falcon 9, Dragon crew flights to the ISS, the Starlink satellite network and the giant Starship rocket.



Alexander Bahl is a keynote speaker on SpaceX, Elon Musk and the New Space Economy. For years he has followed the SpaceX missions closely – from launch to landing to the plans for Mars. He has spoken at renowned business clubs, at ETH Zurich and at event forums, making the vision of the Red Planet gripping and easy to grasp for any audience.

>> LAUNCH SEQUENCE <<

BRING SPACE TO YOUR STAGE.

Contact me for your keynote.

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🕒 45 min 🌐 DE/EN 💰 \$ Fee by arrangement

