

Space Nation team up with former Apple global head of marketing to launch global astronaut program

SAN FRANCISCO, CALIFORNIA, USA, September 19, 2017 /EINPresswire.com/ -- [Space Nation](#), ranked first in Forbes' 10 European Growth Businesses to Watch in 2017, is partnering with West, the global venture studio founded by Allison Johnson, former Apple VP of Marketing and Communication.

Space Nation has already achieved several milestones this year: after setting a new crowdfunding record, raising its first million euros in just 43 minutes, Space Nation made history in May by becoming the first space company to be recognized as an affiliate member of the United Nation's World Tourism Organization.



Mazdak Nassir, co-founder and CCO of Space Nation

In August [Space Nation signed a Space Act Agreement with NASA](#), and the agency will provide technical expertise as well as agency records, imagery and video for the app's civil space-related content.



Allison worked with Steve Jobs at Apple where she helped launch some of the most iconic products of our time. We look forward to utilizing her expertise to bring space closer to everyone's daily life."

*Kalle Vähä-Jaakkola, the
CEO of Space Nation*

West, based in San Francisco, will design and execute the go-to-market programs for the global launch of the [Space Nation Astronaut Program](#). West is comprised of former product, brand, and growth marketing strategists and designers from some of the world's most valuable brands including Google, YouTube, Nike, Red Bull, and National Geographic Traveller.

"I was one of those kids who dreamed of becoming an astronaut but felt like it was totally out of reach without a degree in astrophysics and the physical and mental training of an extreme athlete," said Allison Johnson, Managing Partner

at West. "It turns out none of that is true. We want to ensure anyone even slightly interested in space has the chance to participate."

Making astronaut experiences accessible to all

Space Nation's CEO Kalle Vähä-Jaakkola explains, "The free Space Nation Astronaut Program means that anyone with a smartphone can have an astronaut training experience."

"Allison worked directly with Steve Jobs at Apple where she helped launch some of the most iconic products of our time. We're looking forward to utilizing that expertise to bring space one step closer to everyone's daily life", Vähä-Jaakkola goes on to say.

"We've worked on all kinds of frontier technologies," said Johnson, "But space represents the greatest frontier of all."

The Space Nation Astronaut Experience Program and app will be launched in February 2018.

For more information go to www.spacenation.org.

Space Nation in brief

Space Nation has its roots in the childhood aspirations of two friends, Kalle Vähä-Jaakkola and Mazdak Nassir. Kalle, a farmer's son from a tiny village called Punkalaidun in Finland, and Mazdak, a refugee who grew up to become an award-winning film director, co-founded Space Nation in 2013.

Brought together by a shared vision of the democratization of space, they brought Space Nation into being with the aim of building the world's largest space discovery community - one capable of offering previously unattainable space experiences to a global audience.

Salla Hänninen
Space Nation
+358456040830
email us here



Kalle Vähä-Jaakkola, the CEO of Space Nation



Peter Vesterbacka, Space Nation Ambassador, former Mighty Eagle at Rovio Entertainment, the creator of Angry Birds.

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