



ROBINSON
AEROSPACE SYSTEMS

Robinson Aerospace Systems
MEDIA PACK – JULY 2023

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Overview

This media pack contains general information about Robinson Aerospace Systems, to be referenced when producing external publications. For more information, please contact Robinson Aerospace (contact@robinson-aerospace.com) and a team member will respond.

For media releases and current news, [visit our website](#).

Contact Information

General Enquiries

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Chief Executive Officer

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Robinson Aerospace: Educational Satellites to Inspire the Next Generation

“Our mission is to educate students on space technology and career opportunities, ultimately inspiring them to pursue careers in Australia’s space and STEM industries.”

Robinson Aerospace Systems (commonly shortened to Robinson Aerospace) is a young EdTech (Education Technology) company that was founded in April 2022, by then 18-year-old Edward Robinson. Headquartered at Adelaide’s Lot Fourteen space and innovation precinct, Robinson Aerospace has quickly grown to a team of four passionate innovators and delivers products to schools across Australia.

RASCube, Robinson Aerospace’s flagship product, is impacting the future of secondary school students and industry by giving students the skills they need to pursue STEM-related careers, while providing exciting hands-on learning experiences. RASCube is a flatpack educational satellite kit, designed to look, feel, function and assemble just like a real CubeSat, but not go into space.

Students in small groups assemble RASCube as if they were assembling a real satellite. Inside of RASCube is a suite of sensors, designed to mimic a ‘generalised satellite’. These sensors measure acceleration, GPS position, altitude, pressures, power consumption and orientation, to name a few. The data is wirelessly transmitted from RASCube to a nearby computer, where our proprietary User Interface software displays the data in live graphs, charts and other graphics.

We provide teachers with all of the resources they need to quickly and easily implement RASCube into their classes. This includes lesson plans, technical documentation and varying forms of assembly instructions. RASCube is also designed to be expandable, with some students already developing creative add-ons for the units.

Robinson Aerospace is also launching real satellites into orbit, with the first launch scheduled for October 2024, atop a SpaceX Falcon 9 rocket. This first mission will demonstrate Robinson Aerospace’s ability to successfully launch RASCube into orbit, paving the way for future missions with school payloads on-board. The first mission will contain a sub-payload, developed by 11-year-old Jackson Burford, which will measure radiation and shielding materials.

Robinson Aerospace is supported by Stone and Chalk and UniSA’s Innovation and Collaboration Centre, with residency at multiple locations in Adelaide. Stone and Chalk provides ongoing mentorship and access to learning opportunities, giving Robinson Aerospace the highest chance of success. Robinson Aerospace gained residency at the Innovation and Collaboration Centre after being accepted into the prestigious Venture Catalyst Space start-up accelerator program.

Robinson Aerospace has large ambitions for the future, with a vision for every student in Australia to use RASCube at some stage during their schooling. This vision is extended with planned global expansion, with some international Universities already ordering RASCube kits.

Robinson Aerospace Founders

Edward Robinson, Chief Executive Officer (CEO) and Co-founder

Edward grew a huge passion for space technology while in year 10 of high school, after seeing videos of SpaceX Falcon 9 rocket boosters returning from space. Edward immediately began developing his own scale rockets and built a model rocket that was capable of electronically steering itself. Edward learnt a huge amount from the project, paving the way for him to develop the first prototype of RASCube during year 12, then known as the 'CubeSat Proof of Concept'. Edward started his first business in year 9, selling t-shirts online. He sold the business for \$1500 and started an eBay store selling electronics, which bought him his first car. Edward began studying Electrical and Mechatronic Engineering at UniSA, founding Robinson Aerospace during his first semester and quickly leaving University to accelerate RASCube's development.



Isabella (Bella) McCulloch, Chief Operating Officer (COO) and Co-founder



Bella studied a Bachelor of Science with the intention of becoming a researcher internationally. In 2017, she attended the International Astronautical Congress (IAC) and since then, her career took a turn. With the endless opportunities in Australia's space sector, she is looking to pursue project management and support Australian space-tech start-ups. Bella's passion for inspiring students to pursue careers in space and STEM lead her to become the President of the Adelaide University Space Society for three years and work at the Australian Space Discovery Centre. Bella joined Robinson Aerospace in March 2023, eleven months after the company was founded.

Usable Images and Video

[RASCube Assembly Timelapse YouTube](#)

[RASCube Product Launch Event YouTube](#)

[Usable Images OneDrive](#)

[Logo Package and Branding Guidelines OneDrive](#)

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Inspiring the Next Generation