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Crypto Mogul Justin Sun to Join Blue Origin's Next Space Flight

July 24, 2025

– Categories: *Crypto*



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Tech entrepreneur and blockchain billionaire Justin Sun is set to join the upcoming Blue Origin NS-34 mission, marking his debut journey into space aboard the suborbital New Shepard rocket. In a social media announcement, Sun expressed pride in participating in the flight and called on younger generations to pursue careers in science, technology, engineering, arts, and mathematics (STEAM), particularly in space innovation.

Justin Sun, the founder of the Tron blockchain network, is no stranger to headlines. In 2021, he won the auction for a seat on Blue Origin's inaugural crewed flight with a US\$28 million bid, though scheduling conflicts prevented his attendance. His contribution, however, was directed to 19 non-profit organizations promoting space education and exploration. That inaugural mission notably carried Amazon and Blue Origin founder Jeff Bezos into space, highlighting private industry's increasing role in space access.

Sun, who referred to himself as the "youngest Chinese commercial astronaut" in a follow-up post, will join five other crew members aboard NS-34, which will be the 14th crewed mission and the fifth Blue Origin flight of 2025. Fellow passengers include Arvinder Singh Bahal, an India-born real estate investor and explorer; Gokhan Erdem, a Turkish entrepreneur and space photography enthusiast; Deborah Martorell, a meteorologist from Puerto Rico; Lionel Pitchford, a British global traveler based in Spain; and James (J.D.) Russell, a venture capitalist returning for his second Blue Origin mission after flying on NS-28 in 2024.

Each New Shepard mission, launched from Blue Origin's West Texas facility, provides roughly 10 to 12 minutes of flight, offering a few minutes of weightlessness and views from over 100 kilometers (62 miles) above Earth. The rocket system is fully autonomous and reusable, aligning with Blue Origin's vision of making space travel more accessible and sustainable.

Sun, who was mentored by Alibaba's founder Jack Ma, has continued to establish himself as a prominent voice in the cryptocurrency world. Featured on the cover of *Forbes* in April 2025, he has been listed multiple times in *Forbes*' "30 Under 30" for Consumer Technology and is currently estimated to be worth \$8.5 billion. His growing influence in both digital finance and aerospace exploration signals a new era where cryptocurrency entrepreneurs are helping shape the frontiers of innovation beyond Earth.

As Blue Origin continues to push forward with regular space tourism flights, figures like Sun bring significant visibility and momentum to the commercial space sector, demonstrating that private capital and innovation are not only reshaping finance but also leading humanity's next giant leap.