The privatization of outer space has in recent years crossed the boundary from science fiction to science fact. As such, this thesis argues that creating and diffusing an intersubjective shared idea of an apocalyptic imagined future through securitizing speech acts, where humanity's only chance of survival will be an established permanent privately owned and operated colony in outer space, will be a crucial aspect required to build an epistemic community large enough and with enough influence to reconceptualize outer space from an international regulatory and regime perspective. This in turn will serve as a catalyst for the normalization and legitimization of free-market private enterprise in outer space.