

BUSINESS INNOVATION SYMPOSIUM (E6)  
New Business Models in Traditional Space Industry Applications (2)

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PARADIGM SHIFT IN SPACE: FROM STRATEGIC SPACE TO ESSENTIAL SPACE

**Abstract**

From the launch of Sputnik 1 on October 4, 1957, outer space was the arena for national pride, international rivalry and a place of strategic and military importance.

Traditional space industries in many nations still controlled by conservative engineers and are defense and military oriented. Although today the dichotomy of "military satellite" and "civilian satellite" is slowly faded, space is still considered "strategic", and satellites often called "national assets".

More than a jubilee after the beginning of the space age, the time has come for a paradigm shift in the business of space, from traditional terminology of "strategic space" to a new, more innovative and complete view of satellites design, applications and uses - "Essential Space".

Essential space, in our view, is an all out approach to space - from the designing, constructing and operating of space related assets - that see space as a resource for various applications, more than just military, scientific and commercial.

In the article we intend to portray a novel and comprehensive approach to space, directed to the traditional space players - Industries and users as well, that make use of the innovative and "start up" approach of the high tech industry that transform a monolithic industry within a short time. Essential space is related to situations in which solutions related to space assets need to be cost-effective, adaptive and sometimes unexpected.

Essential space approach is looking for the OPTIMAL solutions for the needs - using existing space assets in new ways - for example: instead of creating cellular infrastructure on the ground, an alternative way is to use existing communications satellites, to create a WiFi net and use VOIP.

Our aim is to demonstrate how fresh and innovative thinking about old problems and needs could stir the traditional space industries.