

BUSINESS INNOVATION SYMPOSIUM (E6)  
Case Studies and Prizes in Commercial Space (1)

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MICROSATELLITES AND MICROLAUNCHERS: THE TANDEM THAT WILL DISRUPT THE  
SATELLITE INDUSTRY

**Abstract**

The miniaturization of components is dramatically expanding the mission capabilities for Nano and Microsatellites. However, they lack of the basic tool to exploit their full potential: a dedicated Microsat launcher. This paper aims at understanding how the sustaining innovations in Microsatellites and the whole new industry that is generating around them is creating room for a disruption in the launch industry with a Microlauncher. To analyze this disrupting innovation Clayton M. Christensen's perspective is applied. This framework helps in understanding the value a dedicated launcher would create to the market, why incumbent players are ignoring this emerging segment and how these legacy players can see their market attacked from below. Finally, this paper reflects on how the tandem formed by high-performance Microsatellites and a Microlauncher can generate a new set of capabilities to disrupt the entire Space industry.