

BUSINESS INNOVATION SYMPOSIUM (E6)  
Public/Private Human Access to Space - Supporting Studies (2)

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INDUSTRIAL INNOVATION CYCLE ANALYSIS OF THE ORBITAL LAUNCH VEHICLE INDUSTRY

**Abstract**

When evaluating the Orbital Launch Vehicle industrial innovation cycle, it is helpful to use a well-established, academically-based framework to compare it with. This paper models the Orbital Launch Vehicle industrial innovation cycle with a model created by James M. Utterback and William J. Abernathy in the book entitled “Mastering the Dynamics of Innovation”. The paper analyses the Orbital Launch Vehicle industry from a historical perspective and compares the development of this industry with the three main phases of innovations proposed by the authors (Fluid, Transitional and Specific). The paper as well describes the current situation of the industry, taking into account new competitors as well as long established players. It also proposes a possible evolution of the marked based on the cyclic nature of the model.