

SMALL SATELLITE MISSIONS SYMPOSIUM (B4)
Access to Space for Small Satellite Missions (5)

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SMALL SATELLITE LAUNCH MARKET STUDY

Abstract

A comprehensive analysis of the small satellite (1-200 kg) launch market will help the small satellite community to better understand the launch options available to them. It will help entrepreneurs with future strategic planning for businesses involving small satellites and allow investors to better understand the market risk around these ventures.

The objective of the study is to create a 10-year demand forecast of the small satellite launch market. The study will analyze data on the number of past launches and future budget allocations of existing and potential customers. Data will be collected from trade publications, press releases, news articles, industry analysts, industry white papers, and interviews with relevant industry players. The demand forecasts will be based on historical trends and public announcements of future small satellite programs or investment in small satellites.

The study will attempt to segment the market by satellite mass (1-10 kg, 10-100 kg, 100-200 kg), client type (universities, government entities, commercial enterprises), satellite application (remote sensing, communications, technology readiness, microgravity research) and geography. It will attempt to create demand curves for small satellites launched through dedicated, ride-share and piggyback launches. It will also attempt to better understand the demand for affordable ancillary launch hardware such as orbital deployment systems. Furthermore, the study will examine the current players in the small satellite launch market, and the possible implications of these forecasts on the launch services industry.