

BUSINESS INNOVATION SYMPOSIUM (E6)  
Entrepreneurship and Investment for Innovations in Commercial Space Access Activities (1)

Author: Ms. Asra Najam  
University of Michigan, United States, anajam@umich.edu

GAME THEORY ANALYSIS FOR THE SUBORBITAL REUSABLE LAUNCH VEHICLE RESEARCH  
MARKET

**Abstract**

When evaluating the emerging market for suborbital reusable launch vehicle (sRLV) research, it is helpful to use a well-established, academically-based framework to define the market. This paper models the sRLV research market with a game theory-based structure created by Adam M. Brandenburger and Barry J. Nalebuff in their book entitled “Co-opetition.” This framework could be helpful in determining strategic promotion of the long-term viability of the sRLV research market. This paper defines the components of the sRLV research market using the market structure constructs described in the Co-opetition text.