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Author: Dr. Andrew Barton
X PRIZE Foundation, United States

Mr. Nathan Wong
X PRIZE Foundation, United States

Mr. Greg Sadlier
London Economics, United Kingdom

Mr. David Innes
London Economics, United Kingdom

QUANTIFYING THE MARKET ADDRESSABLE BY GOOGLE LUNAR XPRIZE TEAMS

Abstract

Since its inception of the Google Lunar X PRIZE in 2007 the global financial support for lunar based exploration has varied with the cancellation of the Constellation Program and a global economic crisis, but the Google Lunar X PRIZE has stayed steady in its support for lunar exploration. A 2009 study by Futron established a baseline study for the commercial lunar market. A new study has since been performed in 2013 looking at more up to date data to establish the current commercial lunar market and the effects of the Google Lunar X PRIZE in both the terrestrial and (cis)lunar economic spheres of influence including the creation of new companies and models of financing space missions such as the NASA Innovative Lunar Demonstrations Data contracts. This paper will explore the lunar economic market including potential services, providers, and customers as well as examine the impacts of the \$30 Million US Dollar Google Lunar X PRIZE on this market.