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SMALLER IS BETTER?

Abstract

Future of small satellites market Space technologies world is changing rapidly. New technologies and capabilities are emerging every day, making it very difficult for the industry to keep up, to adjust to this ever changing environment, these new demands, and to maintain a solid business development plan . Questions such as: Military or civilian? Smaller or bigger? Electric or traditional propulsion? And more are concerning aerospace entrepreneurs around the world. One of the surprising (or not?) new directions is the small satellites (micro/nano/pico) market which has seen a major change in the last years. The last years have been especially significant for the market with the advance in payload miniaturization, efficient electrical systems and a beginning of a paradigm change have all contributed to the increase, not to say the boost, in this specific market. There are existing industries, emerging companies, and, possibility of many customers. MultiModis is conducting a study, with the goal of giving answer to some of the following questions: What are the reasons for this change? Is there a “business future” for small satellites or is it just a trend? If there is a future, is it on the military or commercial market? As for the industry – how can it prepare itself to these changes and make the most of them? The presentation gives a strategic “bird-eye” review and status of current market and future trends in technology, products, services and business climate. In my presentation, I will argue that small satellites market is still far from it’s full potential, that the changes in technology, politics, geo-strategic and geo-economic environment are encouraging this market, and that there is a win-win situation for industry/military/commercial players.