

BUSINESS INNOVATION SYMPOSIUM (E6)

New space industry segments, firms, actor groups, and multiple programs: innovation, entrepreneurship & investment at the mesoscopic level of analysis (2)

Author: Mr. Josef Wiedemann

DLR (German Aerospace Center), Germany

Mr. Florian Ruhhammer

Space Generation Advisory Council (SGAC), Germany

Dr. Praskovia Milova

Université Libre de Bruxelles, Belgium

Ms. Monika Johanna Pardo Spiess

Space Generation Advisory Council (SGAC), Germany

Dr. Claus Lippert

DLR (German Aerospace Center), Germany

Mr. Wenzel Schoroth

DLR (German Aerospace Center), Germany

**2ND EUROPEAN SPACE GENERATION WORKSHOP: MARKET INTRODUCTION STRATEGY
FOR A NEW EUROPEAN HEAVY-LIFT LAUNCH VEHICLE**

Abstract

The Space Generation Advisory Council is a non-profit organisation and professional network that represents university students and young professionals in the space sector. SGAC has permanent observer status on the United Nations Committee on Peaceful Uses of Outer Space (COPUOS) and is a member of the UN Economic and Social Council, and International Astronautical Federation (IAF). Headquartered in Vienna with full-time staff, the organisation is supported by a volunteer network of over 4,000 members in more than 90 countries.

The 2nd European Space Generation Workshop (2nd E-SGW) is a two-days regional workshop for 96 university students and young professionals with a passion for space. It will be held in Paris, March 24 and 25. Besides high-level executive presentations, the Delegates will deepen the topics Space Economy, Space Accessibility, Space Diplomacy, Space Exploration in dedicated Working Groups.

The main goals of the 2nd E-SGW are to strengthen the regional network of students and young professionals in the European region, to examine and consider key questions that the European regional space community is facing from an interdisciplinary point of view, and to provide the opportunity for the next generation of space professionals to interact with today's space leaders.

In this paper, we will present potential strategies for the market introduction of a future European heavy-lift launch vehicle, based on the main findings of the Space Accessibility Working Group of the 2nd E-SGW. On the example of Ariane 6, which is scheduled for a maiden flight in 2020, crucial factors, such as potential launch cost, performance, time to market, launch rate, competition and satellite market situation as well as vehicle reliability and launch record will be discussed, and their impact on potential market introduction strategies will be evaluated.

Besides the economic and technological aspects of the introduction of a new launcher, the influence of national and European space policy on a successful market introduction as well as potential areas for support by lawmakers will be identified and discussed.