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K2SPACE: PROVIDING NEW MARKET OPPORTUNITIES TO ADDED VALUE COMPANIES IN THE NEW SPACE ECONOMY ERA

Abstract

In the era of open data policies, a vast amount of data is provided openly to its users. The European Union started the Copernicus Programme aiming at developing a European information services based on satellite Earth Observation and in situ data that are freely and openly accessible to its users. The intent is to help service providers, public authorities, international organisations as well as SMEs, to improve the quality of life for the citizens of Europe. However, there are several issues that still need to be addressed. On the one hand, there are several entities that could take advantages from the use of EO data in their specific fields of interests but do not have the right instruments, experience or knowledge to extract relevant information from EO data. On the other hand, the creation of valuable content from large and growing volume of EO derived data by Research organizations, governments and companies, do not always find a market exploitation. Moreover, the cooperation between industry and research centers is not always easy, leading to a sort of short-circuit in the complete development of the space economy. In order to bring order to such a disordered market, we introduce K2SPACE with the intent to define protocols and standards to facilitate connection, coordination, and collaboration between entities.
K2SPACE is a platform, defined as a business model that allows multiple sides to interact by providing an infrastructure to connect them. In particular we subdivided the interacting entities in peer producers (Space SMEs, Research institutions and Universities), and peer consumers (Non-space SMEs). The aim of the K2SPACE platform is to revolutionize the space economy in Europe. Operating as hub, K2SPACE "organizes" the interaction, skills, and resources outside traditional organization boundaries and shapes the markets. This is made possible by providing reduced barriers to entry, a shared storefront and an overall enabling set of services to all sides of the new space economy. This approach will give advantages to both peer producers and consumers. In particular, through the use of K2SPACE, peer producers will acknowledge the developed know-how, will have access to external funding and consequently will increase revenues, improve company visibility and be opened to new market opportunities. Similarly, the peer consumers that interact with other entities via K2SPACE will have access to high-level technologies allowing the improvement of the quality of the offered services, resulting in reduced expenses and increase in revenues.