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Space Economy - New models and economic approaches for private space ventures, with an emphasis on
the needs of emerging space nations (3)

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BUSINESS STRATEGIES FOR THE PRIVATE SECTOR IN EMERGING SPACE NATIONS

Abstract

Space is an ever-evolving sector, witnessing a transformation from early science and technology-based activities, towards a growing degree of commercialization even outside the satellite services domain. Such a shift has been enabled by the diminishing barriers to entry in terms of access to space and space operations in general, a macro-trend that has also made space accessible and interesting for emerging countries. Countries that are newly approaching space activities, or considering sovereign moves into the sector, have the advantage of building on the lessons learnt from the established space nations, in order to adopt the most efficient space policy tailored to their landscape and strategic objectives. A previous analysis of global emerging space nations (The role of emerging space nations in supporting sustainable development and economic growth, PwC 2019) has shown that many are looking to integrate directly into the leading trends and dynamics of space by fostering the growth of private endeavours and attracting foreign intellectual capital rather than take the burden and risk associated with building from scratch autochthonous skills. Private ventures meanwhile find emerging space nations interesting targets to develop/expand their offers, especially thanks to the potential markets that have yet to be captured or realized. This paper aims to assess the opportunities that emerging space nations present to the established industry and start up base worldwide, looking at the “offset” requirements and exploring the business models and go to market strategies that could be deployed to capture these opportunities. It also aims to highlight the role of the public sector in fostering the growing involvement of the private sector in space in emerging countries and how it could collaborate with large intergovernmental institutions like ESA, the African Union, Development Banks etc. To that purpose, this paper is based on a comparative assessment of demand/offer in the space industry in developed space nations, comparing it to the landscape of emerging space nations in order to derive a set of specific go-to-market requirements that can serve as general guidelines for an entry strategy in specific emerging space nations. It also evaluates the different public frameworks deployed to support private industries (incentives, regulatory framework etc.) and compares them to the needs and capacities of emerging space nations. Finally, the paper provides a set of high-level recommendations for both the public and private entities that would facilitate their collaboration and contribute to development of space activities in emerging space nations.