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THE UNSEEN PLAYER OF SPACE PRIVATE SECTOR

Abstract

Space industry value chain is fully developed for almost every sector including upstream and downstream activities. Private sector has positioned itself in every box of the value chain and is adding value while making money. The literature of space has become the literature of business. This cutting-edge, dream-based technology is moving away from dependence on governmental budget and it is becoming attractive for those who want to diversify their investment portfolio. When it comes to define space as a profitable industry, non-space people always need proof. A proof which is financial in nature and plays with Internal Rate of Return, Break Even Point, Net Present Value, Profitability Index, etc. While the art and science of business might seem nothing like rocket science, underestimating it is a mistake that leads startups into bankruptcy and eventually failure. Therefore, the business analysis which is accompanied by the high-tech knowledge of space is the key ingredient to every successful company. But the business framework is not a general service any startup might have access to. Business Incubation Centers across Europe enable startups equip themselves with necessary tools but this education is not available for every space company around the world. Having recognized this gap, a group of space engineers with backgrounds in business development gathered around from different places in the world to form a startup that offers Business Tools as a Service (BTAS). KERA-sat has focused on the unseen part of space value chain, the business tools. KERA-sat offers 1) Market Development 2) Strategy Planning 3) Analyze and Insight 4) Investment and funding consultancy 5) Space Brokerage with non-space customers and 6) Education and e-learning. These services are provided in markets such as 1) Earth Observation Geospatial Science 2) Satellite Manufacturing 3) Communication Satellites 4) Ground Segment 5) Satellite Navigation and 6) IoT 5G. The services that KERA-sat offers are applicable to any space startup at any level and any stage. KERA's services are perfect for two types of customers: 1) startups and small space businesses at the beginning of their journey who require business consult to shape their models and elaborate their professional path and 2) Organizations and investors who are looking for profitable and yet cutting edge technologies to invest in but do not own required technical skills in the field of space. Finally KERA is a space business enabler with the slogan that says: We help you decide.