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## BUSINESS CASES OF THE NEW SPACE ECONOMY: THE EXPERIENCE OF ESA BUSINESS APPLICATIONS AND INCUBED+ AMBASSADOR PLATFORM FOR ITALY AS ENABLER

**Abstract**

The New Space Economy has brought with it an exceptional and unprecedented trend of innovation in the Space sector. The opening up of Space to commercial applications and the continuously declining cost of access to space technologies has led to the emergence of new applications in an increasingly connected society, which is more and more sensitive to the need for data. From the most technologically advanced sectors to the most traditional ones, space technologies and in particular the applications integrating satellite data can spark new opportunities and business models, bringing a disruptive revolution to all fields. The aim of this paper is to present some of the most promising business cases focused on the main sectors of the Italian territory and enabled by the E. Amaldi Foundation, as ESA Business Applications and InCubed+ Ambassador Platform for Italy (AP-IT); identified specific markets, analyses of the emerging spaces and multiple exchanges are the result of matchmaking events, conferences, thematic events and one-to-one interviews with stakeholders and specialised space start-ups and SMEs. The study focuses on 4 specific sectors: Agrifood-Tech, Energy, InsurTech and Transportation. These segments, already identified and monitored by AP-IT for several years, cover a large share of the integrated applications market and in addition some of them represent the ones with the highest expected growth over the next 10 years. This study also aims to highlight the strategy adopted by AP-IT and its future planning in terms of tools deployed, innovation support activities, and future trend analyses of the industrial sectors. In its vision AP-IT wants to contribute to the creation of an interconnected entrepreneurial ecosystem in which continuous interactions between investors, stakeholders and new entrepreneurs are a part of industry's everyday life, representing the connection between the traditional Italian industrial sectors and the Space sector, matching supply and demand and facilitating the birth of solutions based on integrated applications in response to industry's most pressing needs.