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NAVIGATING THE SPACE MAZE: OPTIMIZING LAUNCH SERVICE SELECTION

Abstract

Space is getting busier, like on Earth. Traffic jams begin to appear on the road to space. With the commercialization of space, the number of spacefaring startups has increased, providing easier access to orbit for all. But this also brings a paradox: While launch options are plenty, finding the best suited to mission needs becomes more challenging. It feels like you're walking in a maze. Consider this maze as follows:

a) Imagine yourself as the satellite owner who wants to launch their unique payload into space. You are faced with a dizzying array of options, each promising to achieve your mission objectives. So how do you choose? How do you ensure your precious payload reaches its destination safely and on time?

b) Now, try to understand launch service providers, the intrepid guides of the spacefaring world. These companies are the gatekeepers to the stars, offering a range of options and services to suit every need. But how do they differentiate themselves in a crowded marketplace? How do they ensure that they're offering the best possible experience for their customers?

The answer lies in collaboration. Payload owners and launch service providers must work hand in hand to develop options and services that meet the unique needs of each other. For payload owners, this means clearly defining their mission requirements, from budget constraints to orbital specifications. For launch service providers, it means leveraging cutting-edge technology and expertise to offer tailored solutions that exceed expectations. We'll discuss important factors to consider, such as how much money payload owners have, when they want to launch, what they're sending, and where they want to go in space. We'll also examine what launch service providers can do to stand out and meet the needs of their customers. This paper suggests that by being more transparent and working together, we can make it easier for payload owners to match with the best launch service.