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STRATEGIC DYNAMICS IN SMALL SATELLITE LAUNCH INDUSTRY: MARKET FIT AND
BUSINESS MODEL SUSTAINABILITY IN QUESTION

Abstract

This technical and market-oriented paper explores the multifaceted landscape of access to space for small satellite missions, with a meticulous focus on the critical interplay between vendors and suppliers and the sustainability of business models. As the demand for small satellite launches continues to surge, understanding and optimizing the market fit between vendors and suppliers is paramount to meet the evolving needs of this dynamic industry. The paper will assess the compatibility, scalability, and flexibility of vendors' launch solutions vis-à-vis the diverse requirements of small satellite operators. By scrutinizing the alignment between these key players, the paper aims to provide actionable insights into enhancing market fit, ensuring seamless collaboration, and fostering a conducive ecosystem for small satellite deployment.

In addition to dissecting market fit considerations, the paper delves into the intricacies of business model sustainability within the small satellite launch sector. Analyzing various models, ranging from traditional pay-per-launch to innovative subscription-based and partnership approaches, the study evaluates their adaptability and resilience in the face of evolving market dynamics. Sustainable business models are pivotal for the long-term success of both vendors and suppliers, necessitating a strategic understanding of their economic viability and adaptability to market trends. The paper also explores the regulatory environment shaping the small satellite launch industry, shedding light on the compliance requirements and international cooperation facets crucial for a sustainable business ecosystem. By navigating the regulatory landscape effectively, stakeholders can proactively shape their business strategies and enhance the long-term viability of their ventures.