

HELPED CLIENT TAP INTO

USD 300 MN OPPORTUNITY

FOR SPACE SITUATIONAL AWARENESS



MARKETSANDMARKETS™



Client's Goals

Our client, a leader in space services, wanted to grow revenues and engaged Markets and Markets. For this purpose, we defined and solved a series of problems and offered insights on Space Situational Awareness (SSA) opportunities in Europe. Three of the key problems solved for our client were-

- Insights on which SSA capability to focus on
- Build value proposition
- Understanding of opportunities based on region and end-use industries

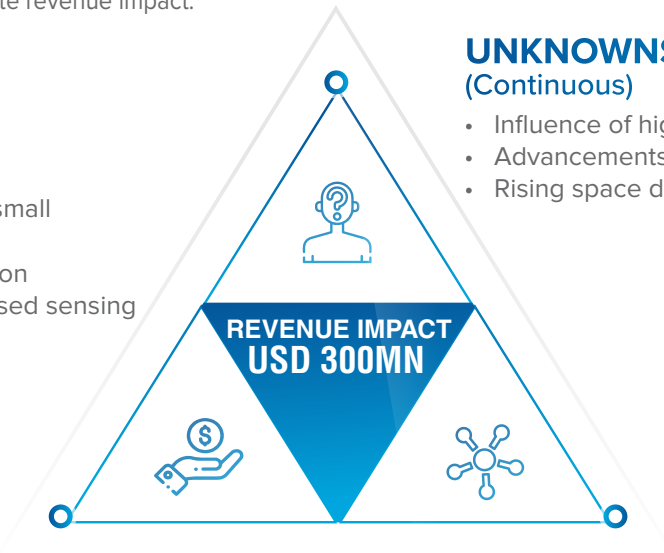
Our Approach

We provided access to KnowledgeStore, our AI-driven market intelligence platform, to help the client understand market divergences in all related high-growth niche markets and key disruptive technology trends that are changing the revenue mix of our client's clients, and their clients (satellite operators, satellite owners, space agencies, space insurance companies, energy industry, air navigation service providers across Europe). Our analyst hours were used to expand the understanding of information collected by interviewing a host of potential customers in end-use industries to understand their unmet needs, what they looked for in a technology partner, possible use cases, and benefits from the SSA sensing technology.

Further, our analysts helped the client assess the market potential, high impact use cases, expected revenue forecast of high-quality Low Earth Orbit debris raw sensor data, gain information on an advanced software facility like Comspoc, know about applications such as space event generator and their uses by end-users like governments, military, and commercial entities. We also helped the client with insights on competitive landscape, varying business models and strategies of different players in space situational awareness. Leveraging our client services, the client was successful in devising a differentiated product offering and forging suitable alliances to win in this market and generate revenue impact.

REVENUE SHIFT

- Growing demand for small satellites
- Rising space congestion
- Demand for space-based sensing activities



UNKNOWNNS (Continuous)

- Influence of high Data Rate Communication
- Advancements in Earth Observation Services
- Rising space debris removal applications

INTERCONNECTIONS (Y/YC/YCC)

- Space Robotics
- Earth Observations Services



REVENUE SHIFTS IDENTIFIED

Insights on demand for small satellites were provided. In addition, rising space congestion and increasing demand for space-based sensing was observed to cause shifts in revenue sources in the ecosystem.



INTERCONNECTIONS

The engagement entailed solving problems related to space robotics, and earth observations services for identification of revenue opportunities and unknowns.



UNKNOWNNS IDENTIFIED

Insights on the impact of ongoing trends such as high data rate communication, advancements in earth observation services, and space debris removal were offered. Our analyst support helped in better understanding of these factors on the growth trajectory of the client's company.

Revenue Impact

Our insights resulted in the client tapping into an approximate USD 1.4 billion market, with projected revenue of USD 300 million within three years.

USD 1.4 BILLION | PROJECTED USD 300 MILLION

