

White Paper – The Race to Space

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14/04/2023 How to achieve profitable growth in an accelerating space economy.

For decades, spaceflight was dominated by a conservative, government-sponsored industry, rarely making the headlines. Today, the space industry is experiencing its biggest disruption since the 1960s: With new business models, unprecedented technologies, smart manufacturing and calculated risk-taking, the ecosystem is gradually changing its market conditions. The industry is at a crossroads: either it takes off or it returns to its niche existence. In short: "Boom or bust"?

The Strategy Paper takes a look at current market dynamics and explores new business opportunities created by global connectivity and Earth observation. It presents success factors for building a space service as well as possible business strategies that allow a company to position itself successfully along the value chain and differentiate itself from competitors.

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