

Paradigm Shifts in Space Technologies and Business



Finding the Route to Market – Identifying Opportunities

Sean McCarthy – Explore Markets

CATAPULT
Satellite Applications

#UKSPACE2017

Refresh and Enhance - Routes to Market Reports for the UK Space Industry

- Innovate UK funded
- 35 wide ranging topics
- Brief & Concise to identify opportunities
- 20 Consultants – market specialists
- 63 opportunities – now being prioritised
 - Value
 - Technical difficulty
 - Timeliness
 - Fit to UK industry
- Common opportunities across topics

- Air Traffic Management
- Disaster Response
- Future Cities
- Galileo PRS
- Gaming & Augmented Reality
- Indoor Navigation
- Internet of Things Using Satcom
- Location Based Services
- Seamless Personal Comms

- Agritech
- Carbon Monitoring & Modelling Services
- Climate Risk Services
- Energy Infrastructure Monitoring
- Environmental Monitoring Services
- Insurance Services
- Maritime Surveillance
- Rail Traffic Management
- Road Traffic Management
- Weather Services

- Broadband to Aircraft
- Broadband to Ships
- Broadband to Trains
- Broadband to Vehicles
- Fixed Satellite Broadband
- High Altitude Platforms Comms
- Polar Region Comms
- Secure Satcom
- Unmanned Aircraft Systems Comms

- LEO & MEO Integrated Constellations
- Persistent Surveillance
- Space Launch
- Space Surveillance And Tracking
- Space Tourism
- Space Traffic Management
- Space Weather

Rationale for 35 Reports

1. To understand the potential market for Space services
2. Rapidly compare a range of markets – targets for deeper dive
3. To stimulate the development of new space derived opportunities
4. To provide independent, evidence based market intelligence
5. Build on previous reports by enhancing stakeholder information, market dynamics and quantifying opportunities

Themes Across Most Topics

Clients want 'end to end' solution

- Ease of access to data sources or service
- Value added insights
- Understanding of client's business by vendor
- Used by non-specialists - lack in-house skills

Themes Across Most Topics

**Data Granularity; Geographic Coverage
Timeliness; Cost of Ownership**

align with changing business needs (driven by customer's customer)

Themes Across Most Topics

Business Case Help

Client's often have little space expertise

Themes Across Most Topics

Shared Services to Reduce Costs

even with competitors, if not core business

Themes Across Most Topics

Link to Other Corporate Initiatives

IoT, Big Data Analytics, Connectivity, Social Media

Next Steps and Exploitation

1. Editing & reviewing reports – factual
2. Basic ranking in order of opportunity to UK Space companies
3. Identifying opportunities that can be combined
4. Final format and publishing to web sites
 - Satellite Applications Catapult
 - Innovate UK
 - Space Agency
 - KTN
 - Authors sites?
 - Others TBA ..
5. Investigating dynamic publishing channels – wiki?
6. Feedback and updated information welcome from industry
7. Encourage all organisations to use reports and comment



Paradigm Shifts in Space Technologies and Business

UK SPACE
CONFERENCE
2017

Thank you

CATAPULT
Satellite Applications

Sean McCarthy
Sean.mccarthy@sa.catapult.org.uk

#UKSPACE2017

Credits: ESA/NASA