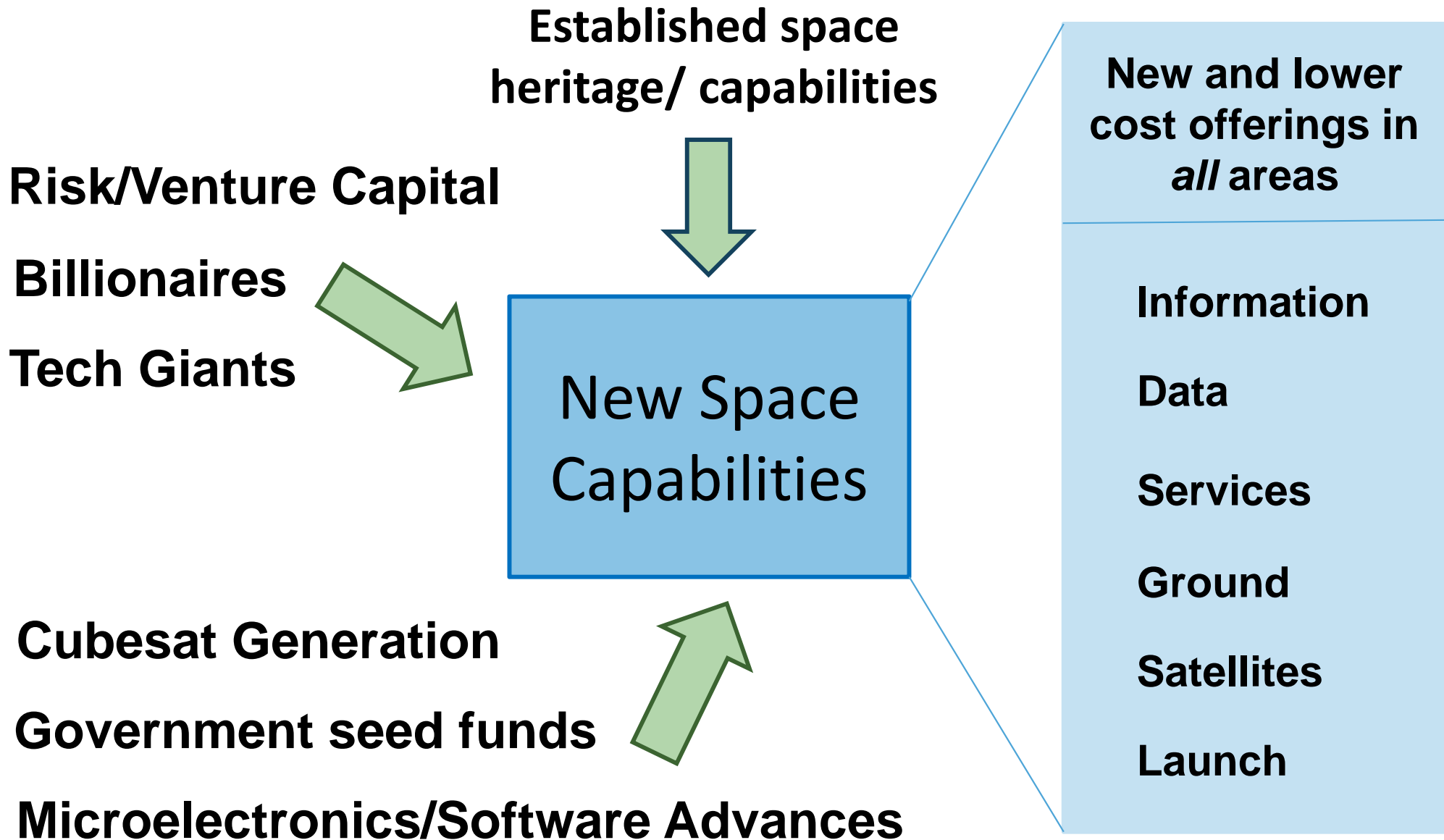
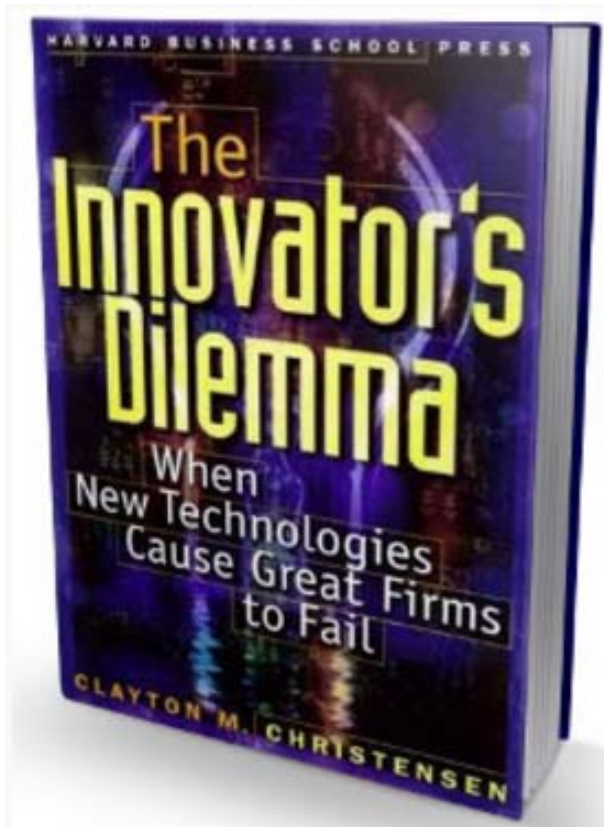


New Space Enablers and Offerings



How Can Established Space Industry Adjust and Respond?



Innovation labs and maker spaces?

More focus on legacy business?

Focus on cost cutting?

Separate New Space business unit?

Company-wide innovation team/council?

Investments/ corporate venture?

Acquisitions?

Partnerships?

Spin-outs?

Industry-wide innovation bundlers?

Hire cubesat-savvy young talent?

How Can Governments Benefit & Help?

Selectively fund and harvest the best new commercial capabilities



Let small, agile internal organizations build on commercial platforms and capabilities

Keep supporting more fundamental technology (sensors etc.)

Earth observation: buy and ingest data and info from new commercial sources and fund specialized analytics

Communications: continue to procure commercial services including through new Non-GSO constellations

Launch: commit to initial rides to help prime the market