COE CST Fourth Annual Technical Meeting

Task 305: Industrial Analysis of Orbital And Suborbital Commercial Space Transportation

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Taylor Smith, and Greg Autry

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Center of Excellence for Commercial Space Transportation

Agenda

- Team Members
- Task Description
- Objectives & Goals
- General Environmental
- Industry Structure
- Future Work & Deliverable

Team Members

Scott Benjamin (PI) Florida Institute of Technology

Taylor Smith, MBA Student
Florida Tech

Greg Autry, USC Marshall School
Of Business

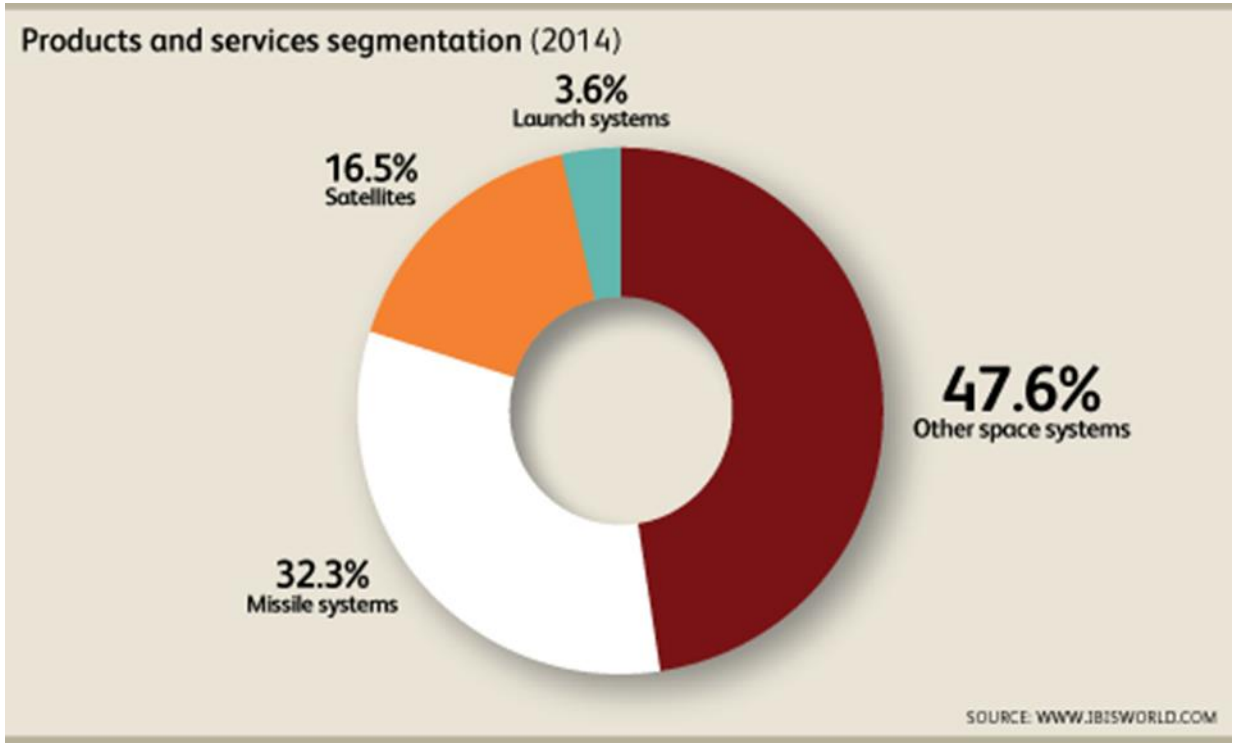
Task Description

- This project focuses on the subcategory of suborbital commercial space transportation that will have categories of tourism, payloads, and launch sites/spaceports.
- Analyses of new and existing industry segments will utilize the academic framework of “Five Forces that Shape Industry Competition” developed by Michael E. Porter (1979; 2008).

Goals

- **Task Specific Goals**
  - The main goal of this task is understand the general environmental characteristics which affect the commercial viability.
  - Evaluate the competitive landscape that affect competition within each segment of the industry.

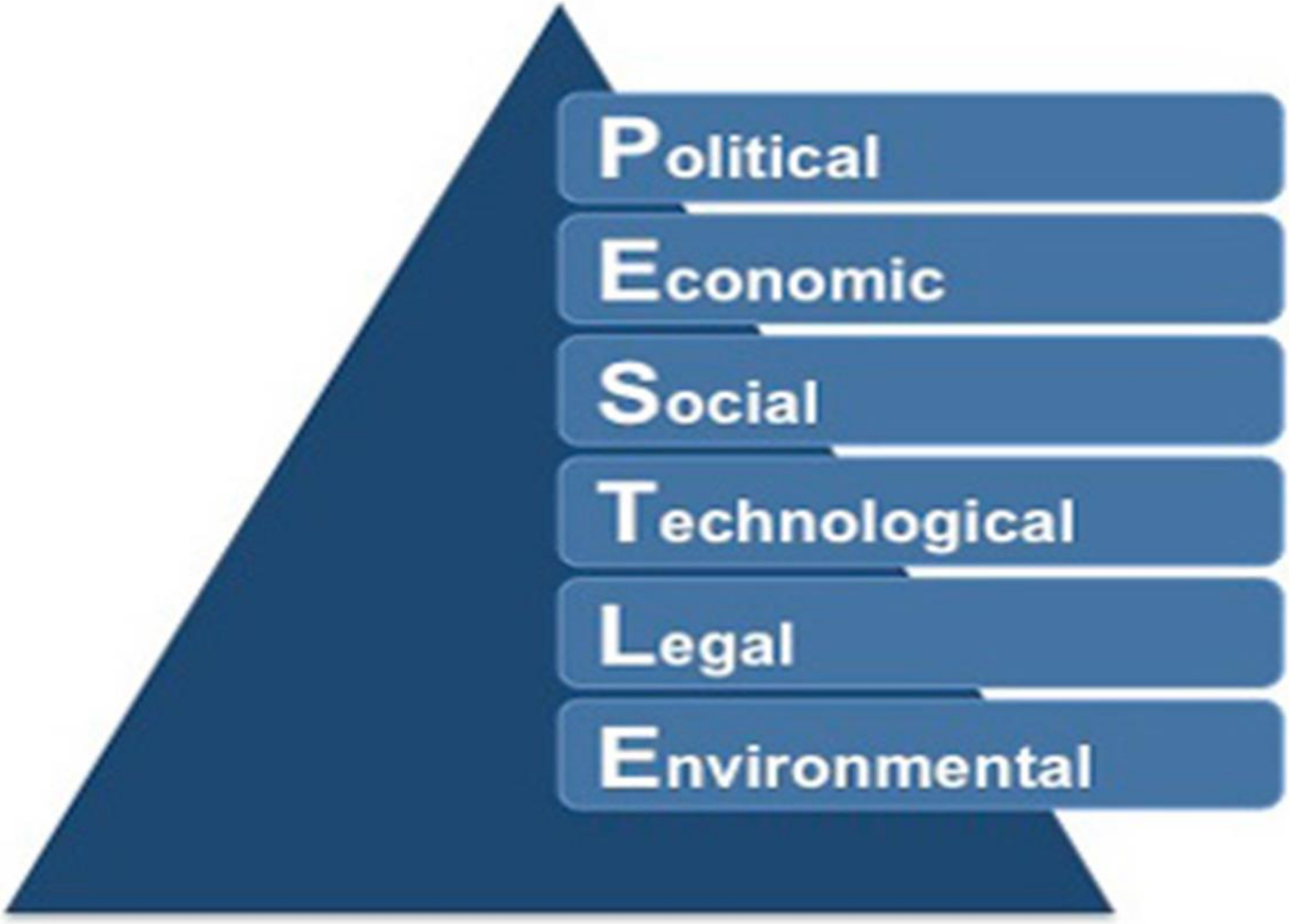
Space Vehicle and Missile Manufacturing Industry $21.9 Billion



Industry and Market Structure

- Industry Segmentation
  - Competitors
- Overall Market Size/Demand in each Segment
  - Segmentation Size
- Market Share Distribution – Industry Structure
- Cost Controls
  - Supply Chain

General Environmental Characteristics



Porter's Five Forces Model

Final Deliverable

- A comprehensive industrial analysis of the commercial space transportation industry.
  - Segmented
  - Structural

TASK 305 Suborbital CSTI Analysis

PROJECT AT-A-GLANCE

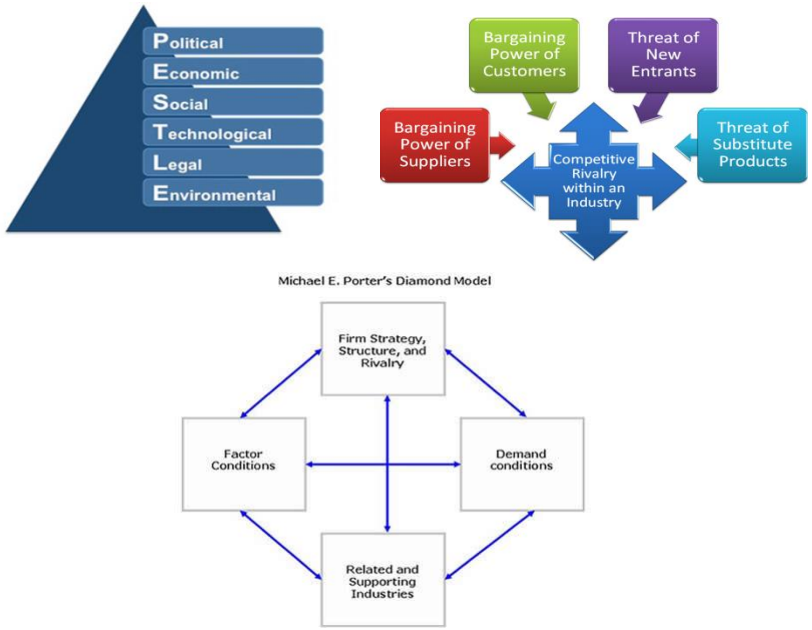
- **UNIVERSITY**: Florida Institute of Technology
- **PRINCIPAL INVESTIGATOR**: Dr. Scott Benjamin
- **STUDENTS:** Taylor Smith, Arion Grey
- **Collaborator:** Dr. Greg Autry

- **RELEVANCE TO COMMERCIAL SPACE INDUSTRY**
- With the commercial space industry on the cusp of adoption, information concerning suborbital industry characteristics, market sizing, segmentation, demand factors and general environmental conditions are needed in order to strategically plan for the future.

STATEMENT OF WORK

- Gather existing industry research concerning market data
- Apply Porter's Diamond Model to the commercial space transportation industry.
- Using the PESTLE analysis, identify key general environmental conditions that will affect the adoption of the industry.
- Apply Porter's Five Forces Model to the competitive landscape within the industry.
- Synthesize and analyze data to assemble a comprehensive industry analysis for the commercial space transportation industry.

Industry Analysis Tools



STATUS

- Scope of work has been defined and team has been assembled.

FUTURE WORK

- Gathering data and application of the various models.
- Project market demand in each segment.
- Develop comprehensive report