

Commercialization of Satellite Earth Observation Products and Services

Strategy of a Dutch Group of 18 SMEs joint together in
the Cooperative NEVASCO

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24-January 2017

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Satellite Earth Observation Services: key engine for economic growth

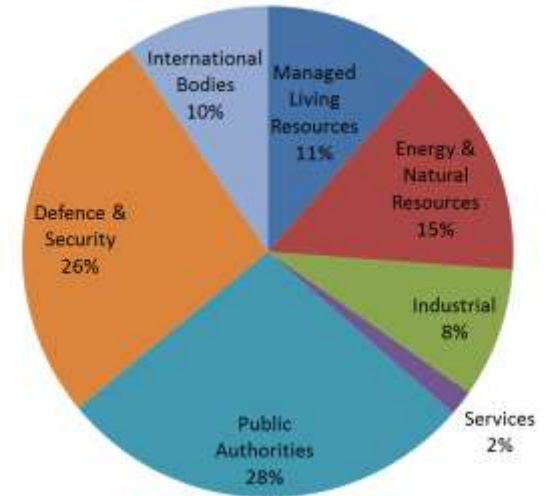
Satellite Earth Observation Services is

- providing worldwide strategic and efficient access to information
- a source of innovation, creativity and employment
- supporting the development of other business/market segments
- a potential for wealth creation through exports



Market for EO based services

- Market for EO geo-information services is growing > 10% p.a since 2001.
- In Europe (2015 figures), the business is worth €900m with public use dominating.
- Global EO market in 2015 is around € 1.8b
- European Industry serve 35% of Global
- Markets and is growing > 10% per annum.
- NL share is about 1% in 2015



Market perspectives

- EO Market Forecast: growing towards € 3.2b. in 2022
- Geo information markets is growing towards € 65b till 2022
- Identified Economic Impact on society around € 3200b
- What should be the Dutch strategy to be part of this huge development?



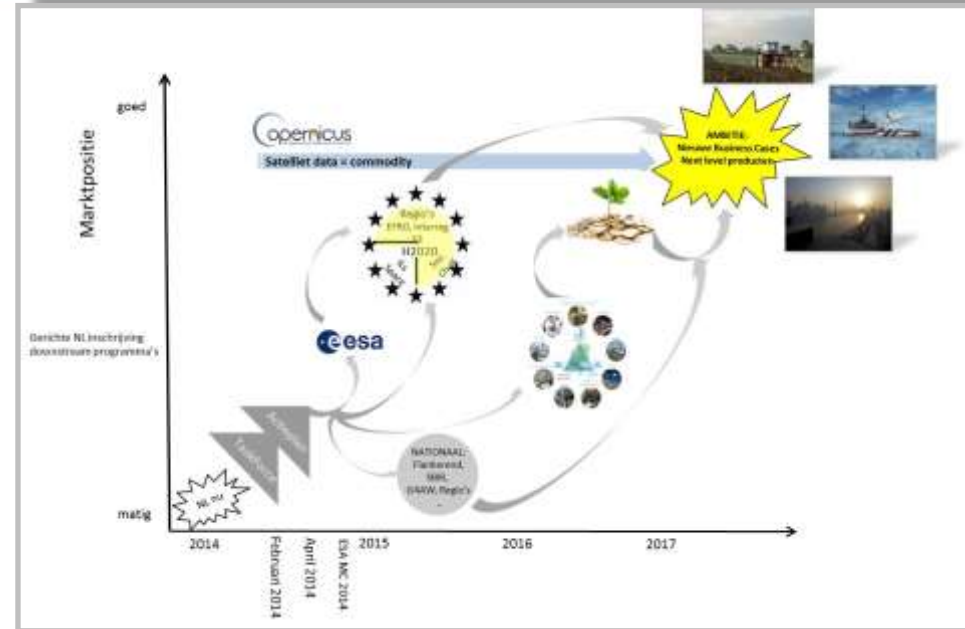
Facts & how to create business?

- Sector: 67% of sector consist of micro companies less than 10 FTE
- Sector is fragmented and technology driven
- Sector has low investment capacity
- Value Adding Chain is not efficient
- Lack of focus: many different markets are served by individual companies
- Biggest markets are export markets (high investments) requiring turnkey solutions



Create ecosystem for innovation

- Focus on a limited number of high potential Markets
- Identified: Food Security, Energy, Urban Development, Security & Safety
- Organise the EO industry towards academia and its stakeholders, and create together with academia long term sustainable consortia to organise funding and develop new products and services



Strategy for creating business

- Organise the EO industry for businesses to access & serve the bigger markets on a day-to-day basis (also with non EO and GEO companies).
- Develop and operate on a commercial basis a service infrastructure /platform to provide integrated solutions to the selected markets efficiently
- Develop home market: Government to act as a launching customer
- Start joint (export) activities business, joint PR, joint marketing and joint sales.



Strategy for doing business

- Organisational Infrastructure/platform with a short term and long term business strategy covering
 - One voice towards stakeholders
 - Joint Marketing & Sales
 - Certification & Standardisation
 - (Extra) Value Adding for Turnkey solutions
 - Interfacing and one voice to regulators and stakeholders
 - Joint purchase & procurement
 - Networking
- Technical (& Organisational) Platform for integration of services of members to avoid duplication and to serve markets efficiently
- Cooperative NEVASCO as a Legal Structure:



Achievements (by now)

- About 100 joint products and services are being offered towards the market
- Four commercial projects are operational to the identified markets in Kazakhstan
- Qualification documents have been submitted towards Panama and China
- MoU has been signed between AGI India and NEVASCO
- Two new joint product development projects are under execution



Thank You

For more information

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