



Passengers, as final users of the service, will be the real customers of suborbital business for vehicle types 1 (suborbital for local flights) et and 2 (for suborbital long-range high-speed transportation) . For type 3 vehicle (servicing low Earth orbit) , final users may be institutions, private companies or individual passengers. Commercial health of projects will closely depend on their business model.

After choosing the vehicle you will work on (either type 1, 2 or 3):

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You will perform a market study (qualitative and quantitative assessments), which leads to market objectives. You will then define the business model (= the business engine to implement to reach those objectives). The model will at least take into account typology of customers and related expectations, nature of operating costs, nature of all risks to be covered and other classic elements of a business model. You need to clarify all the assumptions underlying your business model, and justify the robustness of those assumptions,

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WP6 – Market analysis

Written by Idcomm

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You will then study a case: you will freeze operational assumptions related to routes to consider for ;type 2 vehicle, number of flights, operational capabilities (number of passengers, potential volume for cargo transportation, time between two flights, fleet size) and costs (Non-Recurring Costs amortisation, operational costs, vehicle and infrastructure fixed costs, other charges). You will propose a ticket price for type 1 and 2 suborbital vehicles or a price per seat and/or per kilo in case of cargo transportation for type 3 vehicle

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General characteristics for the reference vehicles:

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