## **DISCOVERER: Setting the road to success**

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DISCOVERER

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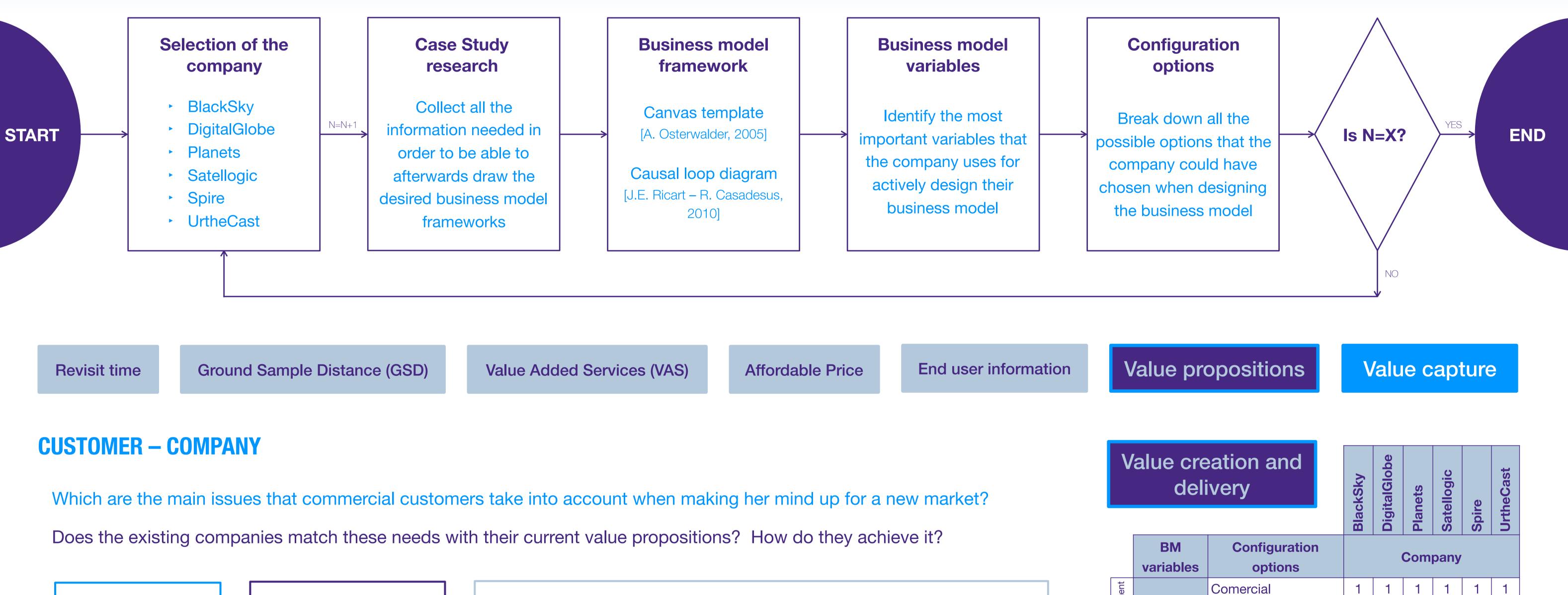
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Is there a new business model pattern of which the DISCOVERER could take advantage of? Can DISCOVERER improve the identified Earth Observation business models' key factors?

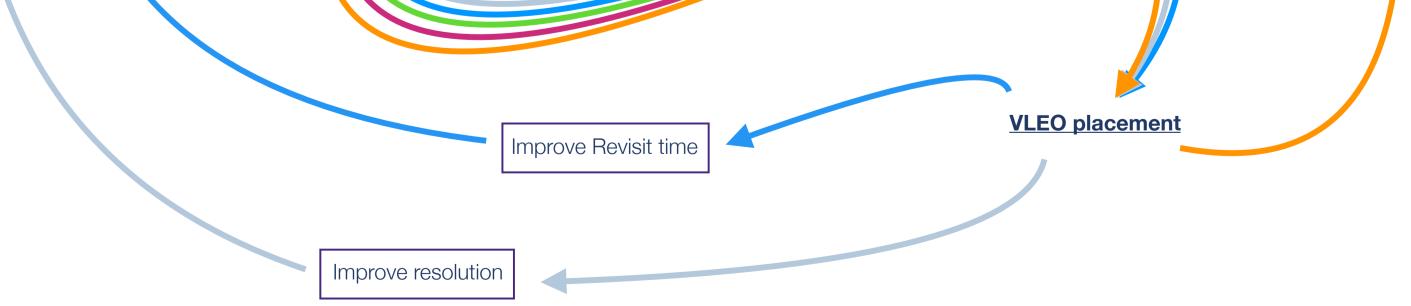
A company will not be operating in a vacuum — New enterprises should design their business model strong enough to beat the market — Business model patterns are needed

**Design of a new pattern** — Anyone fits with the democratising Earth Observation (EO) trend — A. Osterwalder, Y.Pigneur and O. Gassman *et al.* identified many existing patterns -> Lack of consensus about the composition of Business Models ---> G. Remane et al. claim that business models are composed by 4 meta-components ---> Value propositions

Is there a new pattern?  $\leftarrow$  Analyzing a sample (X) large enough to provide accurate results (X=6)  $\leftarrow$  Extract the key factors  $\leftarrow$  Value capture | Value delivery | Value creation



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Utility Value Added Services	Being present in the fight for a higher resolution and higher revisit time.		Target	Governamental 1	1	1	0	1	1	
	Designing and adding VAS sensors or services.			group	Humanitarian 0	1	1	1	0	1
			Cus		Educational 0	1	1	1	1	1
			<u>0</u>	Sales and	Sales force/ Partner 0	0	1	0	1	0
Price Affordable Price	Opting for automated channels and services.		delivery	Web platform 1	1	1	1	1	1	
	Being in charge of almost the complete value chain.				Personal asistance 0	0	1	0	0	0
			tionsh		Self-service 0	0	0	0	0	0
	Investing in post-process analysis with Artificial Intelligence algorithms.		service	Automated services 1	1	1	1	1	1	
Practicality End user information				Communities 0	0	0	0	0	0	
	Developing user friendly web platforms and tailored users. $^{\circ}$			Co-creation 0	0	1	0	1	0	
					Satellite design 1	0	1	1	1	1
					Satellite build and AIT 1	0	1	1	1	1
Causal Loop Diagram	Affordable data		Key activities		Satellite launch 1	0	0	0	0	0
		Loop Diagram		Own activities	Satellite operations 1	1	1	1	1	1
					Satellite data sales 1	1	1	1	1	1
					Satellite data analytic 1 sales	1	1	1	1	1
market segm		Three main choices			Offices in more than 1 two countries	1	1	1	1	1
More capital Reinvest Value-Added Services Improve Revisit time	Nanosats		S	Owned Physical	Satellites 1	1	1	1	1	1
		Four rigid consequences	source		VAS sensors 1	1	1	1	1	1
			key res		Launching vehicles 1	0	0	0	0	0
					Operated ground 1 stations	1	1	1	1	1
	VLEO placement	Six virtuous loops			Al platforms 1	1	1	1	1	1
				Number	High number of 1 partners	1	1	1	1	1
			ships	Number	Low number of opartners	0	0	0	0	0
		Zero vicious loops	artner	Turne	Strategic alliances 1	1	1	1	1	1
			Key p		Coopetition 0	0	0	0	0	0
					Joint ventures 1	1	0	0	0	1
prove resolution		Competitive business model			Buyer-Supplier 1 relationship	1	1	1	1	1
	Affordable Price End user information Causal Loop Diagram	Value Added Services Designing and adding VAS sensors or service   Affordable Price Opting for automated channels and service   Being in charge of almost the complete value Investing in post-process analysis with Art Developing user friendly web platforms and the complete value   Causal Loop Diagram Affordable data   Wate capital Investing in post-process analysis with Art Developing user friendly web platforms and the complete value   Unce capital Investing in post-process analysis with Art Developing user friendly web platforms and the complete value   Unce capital Investing in post-process analysis with Art Developing user friendly web platforms and the complete value   Unce capital Investing in post-process analysis with Art Developing user friendly web platforms and the complete value   Investing in post-process analysis Investing in post-process analysis with Art Developing user friendly web platforms and the complete value   Investing in post-process analysis Investing in post-process analysis   Investing in post-process Investing	Designing and adding VAS sensors or services.   Affordable Price Opting for automated channels and services. Being in charge of almost the complete value chain.   End user information Investing in post-process analysis with Artificial Intelligence algorithms. Developing user friendly web platforms and tailored users.   Causal Loop Diagram Key facts from the Causal Loop Diagram   Image: Service Servi	Value Added Services Designing and adding VAS sensors or services.   Affordable Price Opting for automated channels and services. Being in charge of almost the complete value chain.   End user information Investing in post-process analysis with Artificial Intelligence algorithms. Developing user friendly web platforms and tailored users.   Causal Loop Diagram Key facts from the Causal Loop Diagram   Investing in post-process canalysis with Artificial Intelligence algorithms. Developing user friendly web platforms and tailored users.   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		Number
	partnerships	
Zero vicious loops		
	Key p	
		Туре
Competitive business model		

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Can DISCOVERER improve the identified Earth Observation business models' key factors?





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