









# Conquering the NewSpace

## Applying the business model CANVAS to Starlink, Project Kuiper and Telesat Lightspeed to obtain the keys of success in the VLEO and LEO telecom market.

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### Brief overview of the new satellite constellations

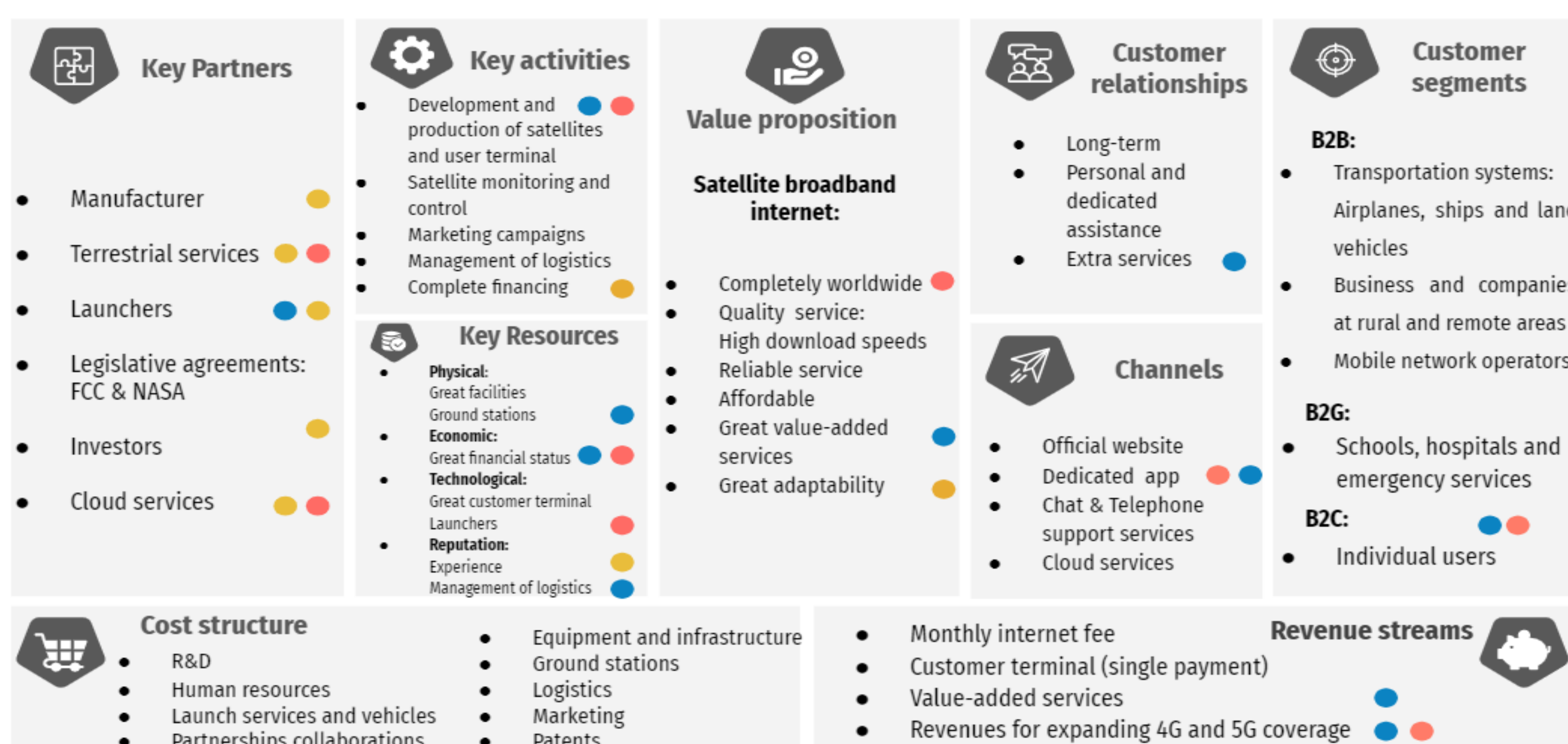
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<b>Project</b>		Starlink was founded in 2015 by SpaceX.	Project Kuiper was founded in 2019 by Amazon.	Telesat Lightspeed was founded in 2016 by Telesat.
<b>Objective</b>		Provide low-latency broadband internet with global coverage.	Provide fast, affordable broadband to unserved and underserved communities around the world.	Provide reliable and secure satellite communications solutions worldwide.
<b>Coverage</b>		Global.	Between 56°N and 56°S.	Global.
<b>Orbit altitude</b>		Between 335 km and 570 km.	Between 590 km and 630 km.	1.015 km and 1.325 km.
<b>Number of satellites</b>		Approximately 42.000 satellites.	3.236 satellites into three shells.	298 satellites.
<b>Availability</b>		By 2030 is expected to be 100% completed.	By 2029 is expected to be 100% completed.	By 2025 is expected to be 100% completed.

### Business Model CANVAS: similarities and differences

● Starlink

● Project Kuiper

● Telesat Lightspeed



### KEY DIFFERENCES

**Starlink** has an important competitive strength on the launch operations, as it is part of SpaceX.

**Project Kuiper** relies much of its key resources on the ground stations it owns as part of Amazon and its value proposition is based on the high value-added services that will be offered as part of the Amazon ecosystem.

**Telesat Lightspeed**, backed by a company with 50 years of experience, only focuses on B2B & B2G; it expects to cover the B2C segment through Internet services providers and telecommunications operators.

### Keys of success and conclusions

- Differential and diversified value proposition based on **low-latency** broadband internet services for rural and remote areas, as well as for **back-up connectivity** in urban areas.
- Achieve global coverage to offer **worldwide connectivity** and increase the amount of potential customers.
- Affordable economic policy** based on optimizing the cost structure and boosting the key resources.
- Long-term contracts** in order to cover both B2B and B2G demand and maximize the revenue streams.
- Minimize the environmental footprint** by tackling light pollution, space debris and launch emission issues.
- Adapt the external partnerships** to the internal structure of the company.
- Powerful economic resources** with the aim of satisfying the sector's operational needs.

The CANVAS business model has allowed us to extract the keys of success from the (V)LEO telecom sector by identifying the similarities that Starlink, Project Kuiper and Telesat Lightspeed BMs have → Reliable reference for new companies decided to operate in this NewSpace market.

### References

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- [2] Innovation at amazon [Online]. Amazon [Search: 9th April 2021]. Available at: <https://www.aboutamazon.com/news/innovation-at-amazon>
- [3] Telesat Lightspeed [Online]. Telesat [Search: 28th October 2021]. Available at: <https://www.telesat.com/leo-satellites/>