



White Paper – The Race to Space

14/04/2023 How to achieve profitable growth in an accelerating space economy.

For decades, spaceflight was dominated by a conservative, government-sponsored industry, rarely making the headlines. Today, the space industry is experiencing its biggest disruption since the 1960s: With new business models, unprecedented technologies, smart manufacturing and calculated risk-taking, the ecosystem is gradually changing its market conditions. The industry is at a crossroads: either it takes off or it returns to its niche existence. In short: "Boom or bust"?

The Strategy Paper takes a look at current market dynamics and explores new business opportunities created by global connectivity and Earth observation. It presents success factors for building a space service as well as possible business strategies that allow a company to position itself successfully along the value chain and differentiate itself from competitors.

MEDIA ENQUIRIES



Jan Boris Wintzenburg

Director Communications and Marketing
Porsche Consulting GmbH
+49 (0) 711 / 911 12721
jan_boris.wintzenburg@porsche-consulting.com

Link Collection

Link to this article

<https://download.newsroom.porsche.com/en/2023/company/porsche-consulting-race-to-space-31962.html>

Media Package

<https://pmdb.porsche.de/newsroomzips/006acea4-d978-4de9-834a-e3cd5e1e1c76.zip>

External Links

<https://www.porsche-consulting.com/en/home/>