

Satellogic is an Argentinian space technology company aiming to provide business intelligence and real-time global insights through satellite imagery and data collection across the electromagnetic spectrum.



Project Scope



A beachhead strategy to guide market entry efforts in China.

Industry Research

Interview with experts in the US, Japan and China

Industry Reports: BCC Remote Sensing Technologies and Global Markets

Management Interview

Interview with key persons at Satellogic: CEO, COO, Chief Data Scientist, etc. to understand Satellogic's business model and strategic positioning

Partner Identification

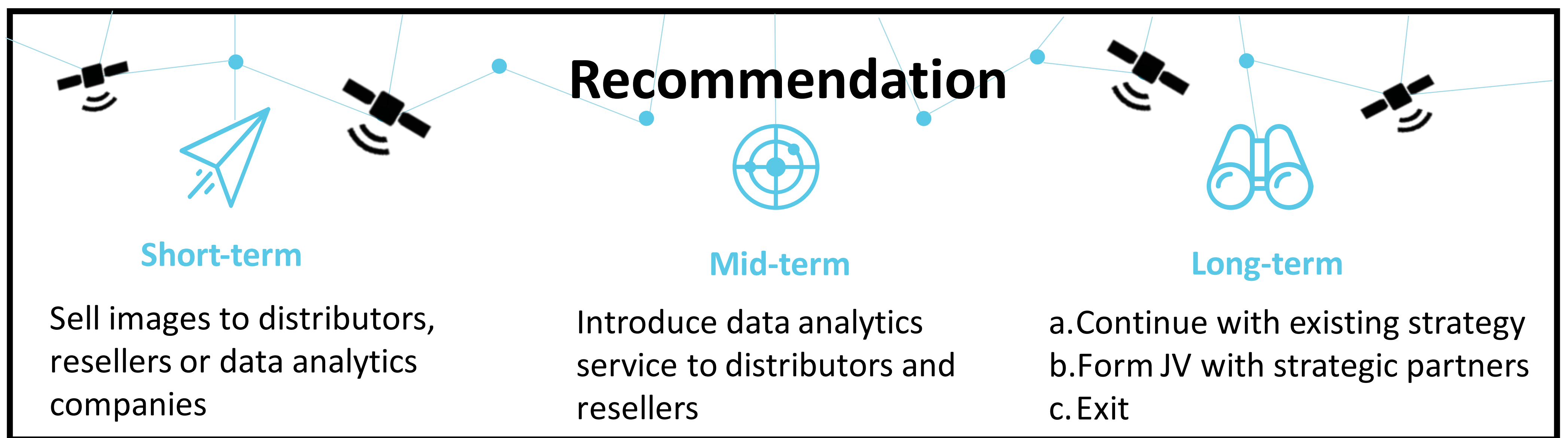
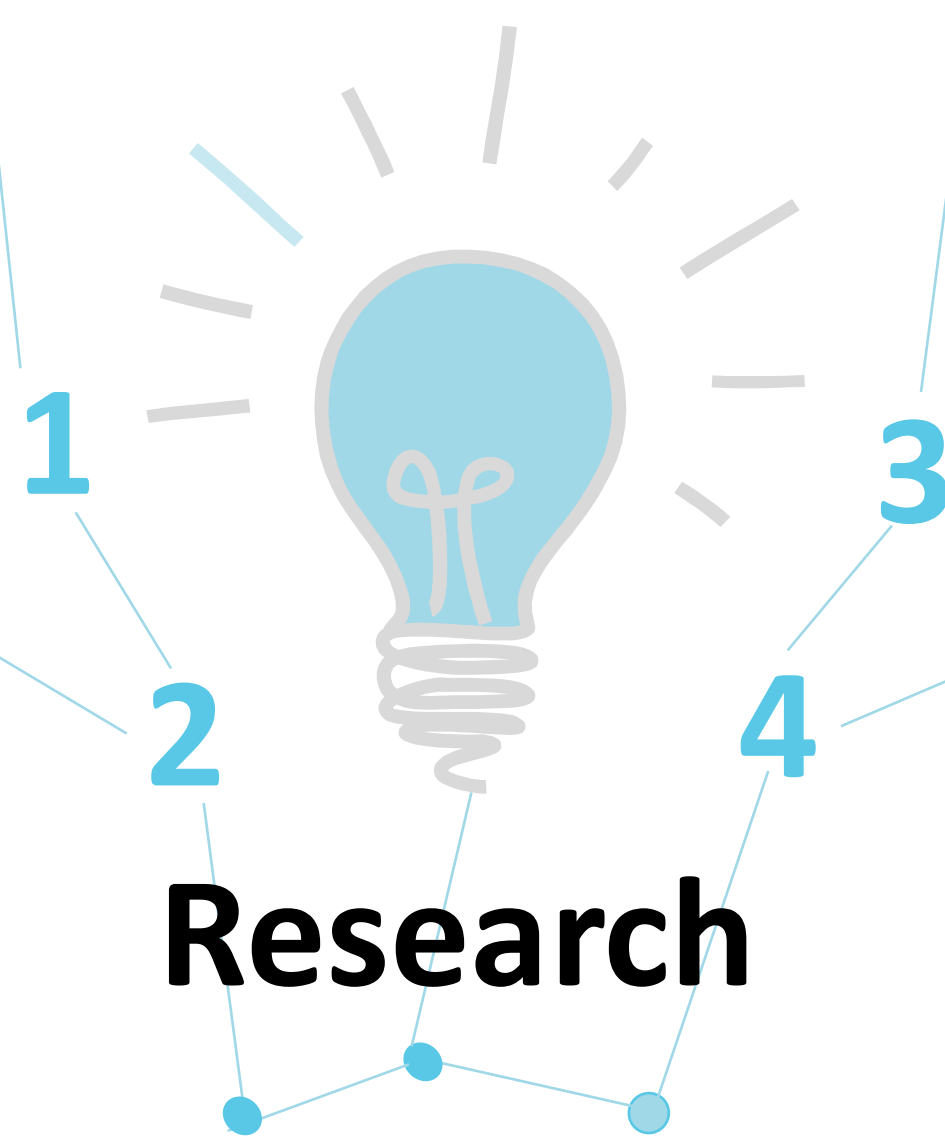
Prospective partner exploration: image reseller, data analytics firms etc.

Metrics development for evaluating partner candidates

Partner Interview and Screening

Interview with 21 image reseller, distributor and data analytics companies

Partner rating based on interviews, and top candidate recommendation



Satellogic satellite ÑuSat 5 Maryam, in honor of female mathematician Maryam Mirzakhani

Proposed Milestones

STEP 1: Marketing Material

- Image portfolio
- Case study
- Chinese website

STEP 2: Platform for Clients

- Search archived images
- Explore capabilities

STEP 3: Establish China BD Team

- 2-3 people
- Operate in Beijing
- Government and Industry Network

STEP 4: *1st Client Trial

- Can provide upon request
- Indicator of traction in the region

STEP 5: 1st Contract in China

- Distributors, Resellers, or Data Analytics

