



\$1bn YESTERDAY, \$100m TODAY, \$10m TOMORROW

Peter Platzer

NEW SPACE CHANGED THE PARADIGM

Constellation Design 1.0

Legacy Space

\$1 Billion

15 Years

Iridium, Orbcomm, O3b, Disaster
Monitoring Constellation, Globalstar,

...

Constellation Design 2.0

New Space

\$100 Million

5 Years

Spire, Planet, tbd

You need to be 10x better to create a new market.

Peter Drucker

BUT HOW DO WE COMPRESS \$\$\$ & TIME ANOTHER 10x?

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Constellation Design 2.0

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\$100 Million

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A constellation for \$10m
In 12 month

???

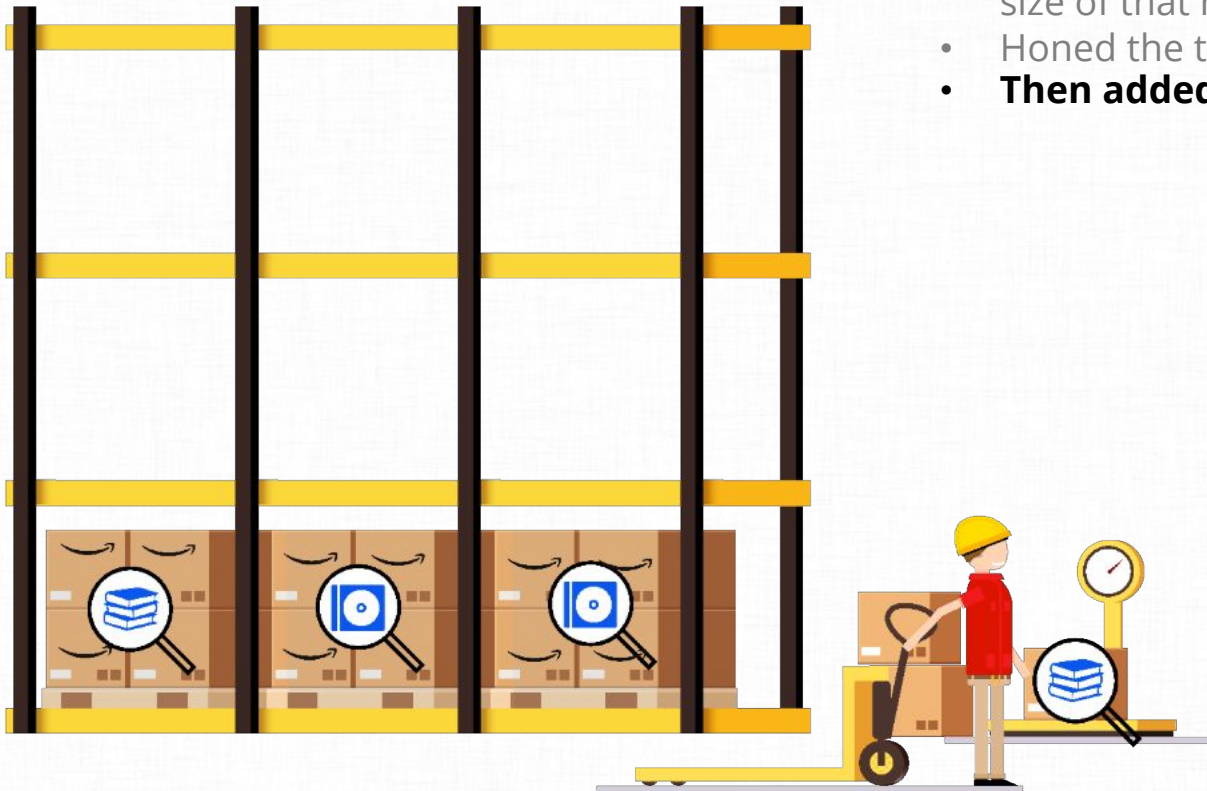
Learn from the best: HOW JEFF BEZOS BUILT AMAZON

- **Picked a simple (boring) market – books**
- Built a large infrastructure to serve that market, over dimensioned for the size of that market many times over
- Honed the technology and business processes for that market

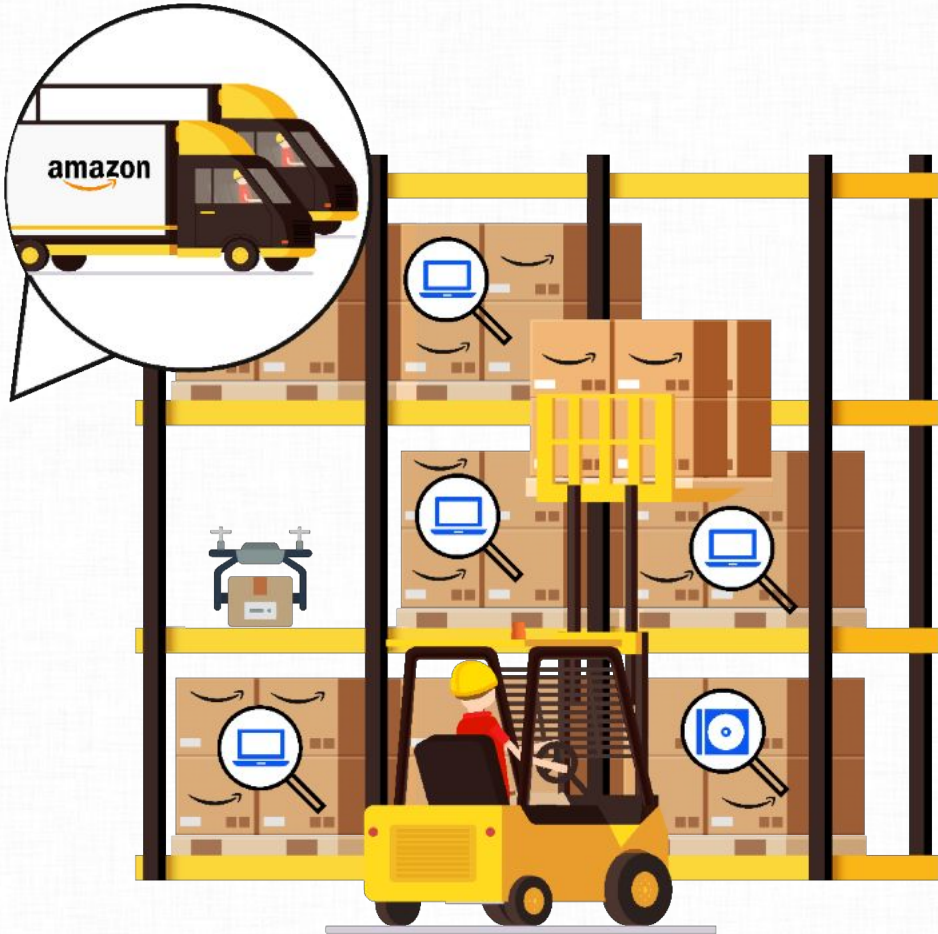


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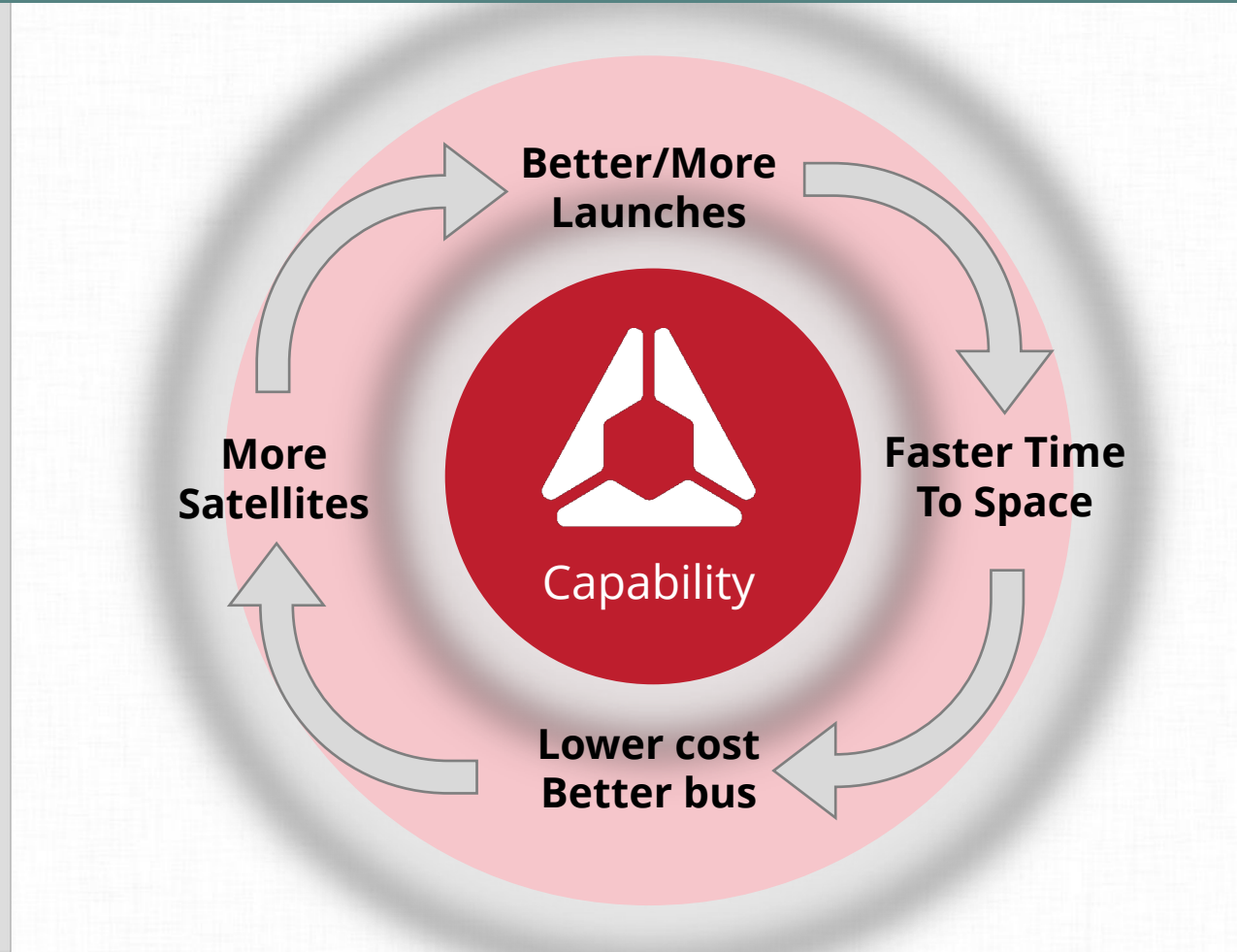


- Picked a simple (boring) market – books
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- Honed the technology and business processes for that market
- Then added CD's
- **Then added Electronics**



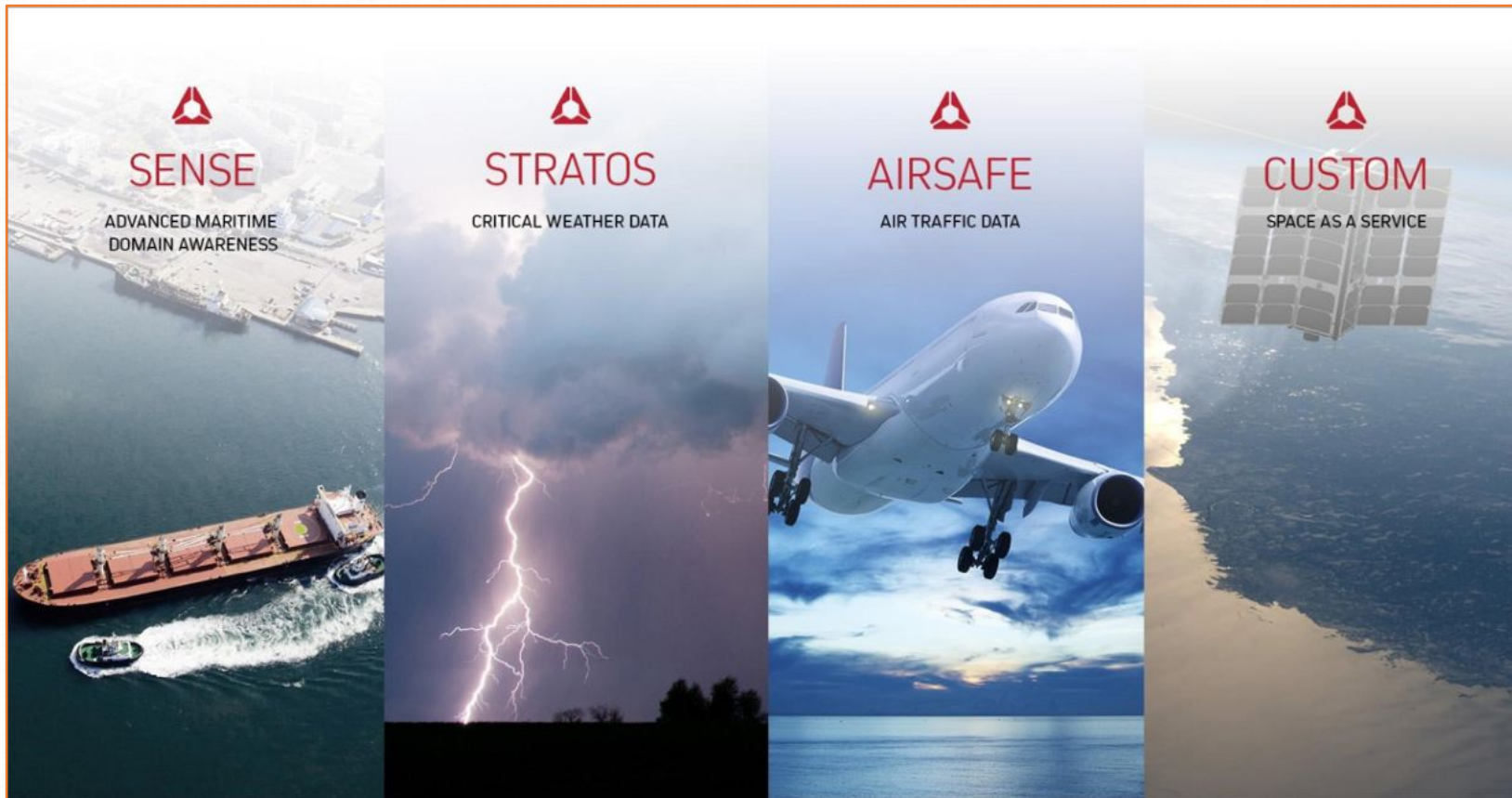
SPIRE'S FLYWHEEL: A SCALABLE & POWERFUL PLATFORM

Multi-purpose. Space – Ground – Cloud. World-leading Scale

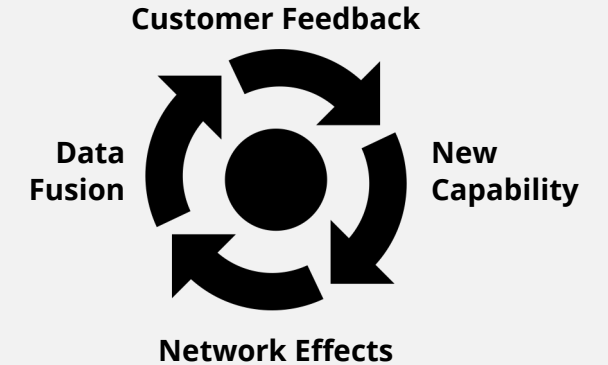


SPIRE'S FLYWHEEL - MULTI-PURPOSE AT HEART

Spire's satellites are multipurpose platforms to maximize constellation flexibility and data-generation

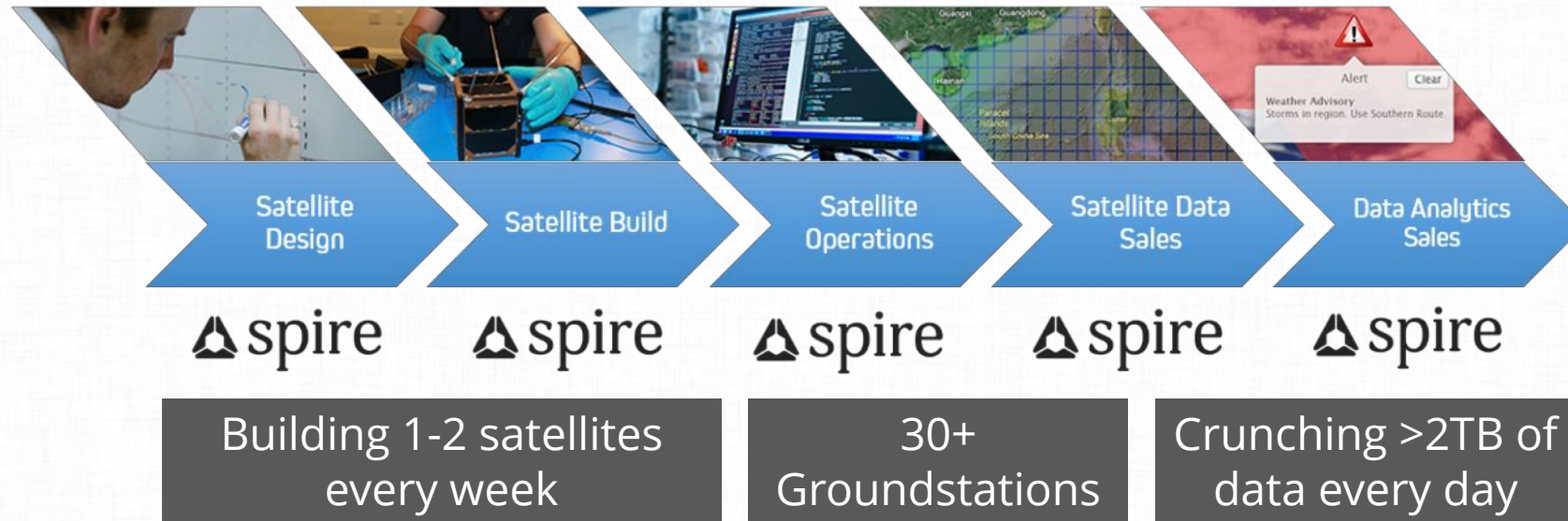


Virtuous Cycle of Improvements



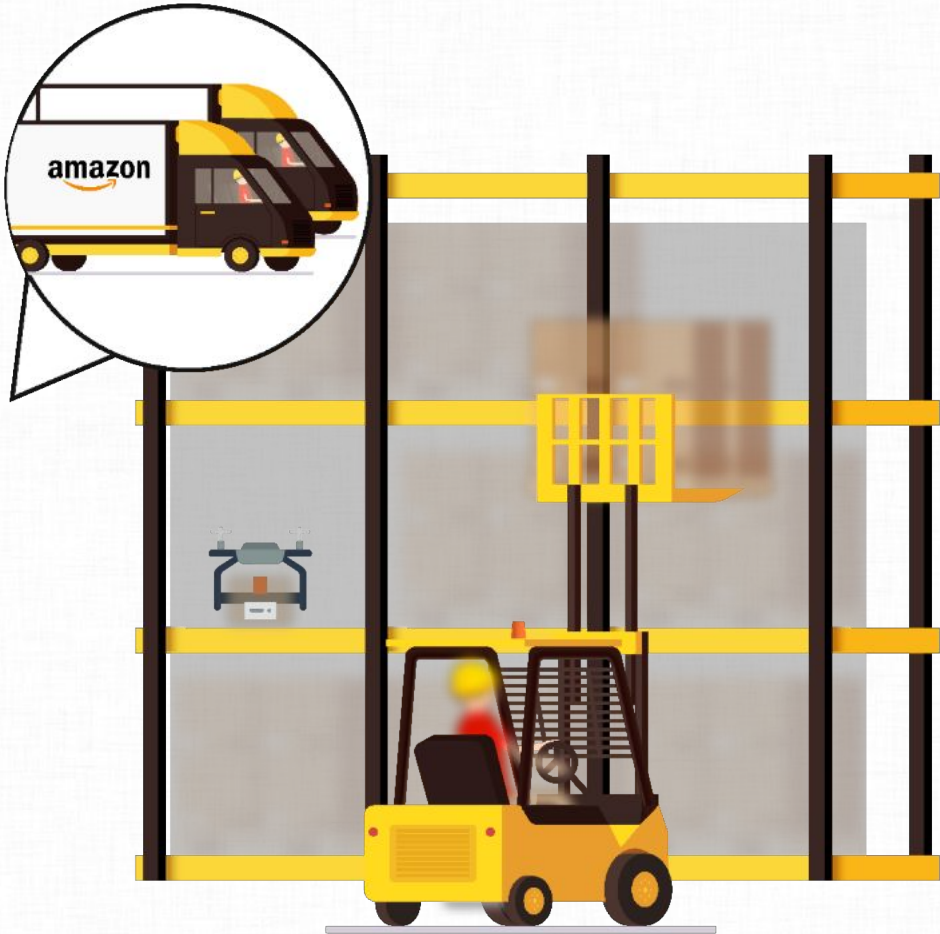
- Adding capabilities developed for one market to all markets
- Data from one market may be fused into products for other markets, enhancing customer value (e.g. weather for aviation)

SPIRE – A FULLY INTEGRATED SPACE COMPANY (just like SpaceX)



**SPIRE CONTROLS 100% OF THE VALUE CHAIN,
DOWN TO EVERY LAST COMPONENT AND INSIGHT.**

THE NEXT STEP FOR AMAZON: AWS



The **INFRASTRUCTURE** as a service

This allowed e-commerce companies be launched faster and at lower cost than ever before.





Space As A Service

Enter: Space As A Service (SPaaS)

- ESA recognized that this is the next step in the evolution of leveraging space for benefits on earth
- Established the ARTES program with the specific goal to create ESA-certified Space As A Service company.
- Selected Spire to develop, demonstrate, and become certified by 2020

SPaaS - Getting to Orbit and Market for \$10m in 6-12 Month



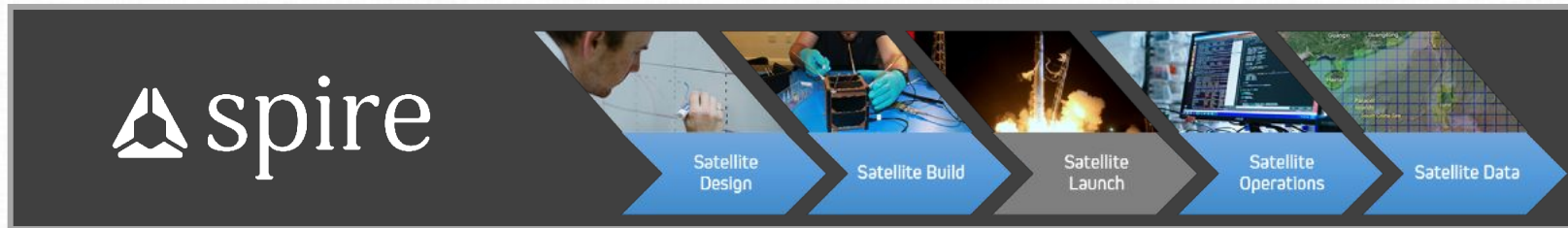
Payload
Idea



Payload
Ready



Space as a Service



Customer

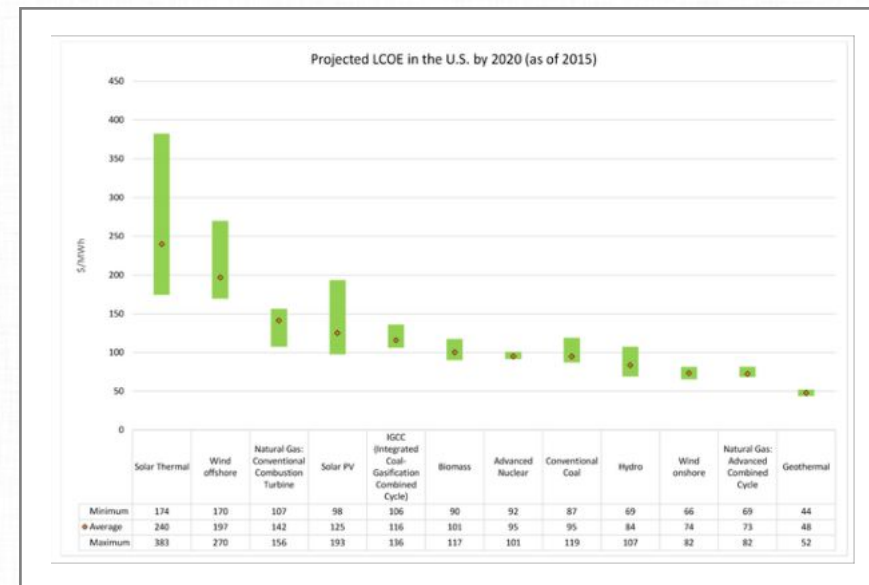
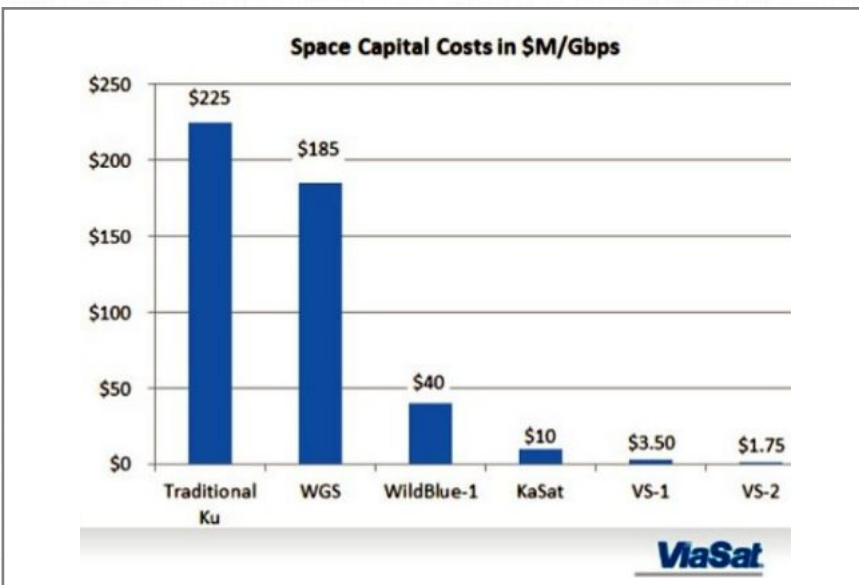
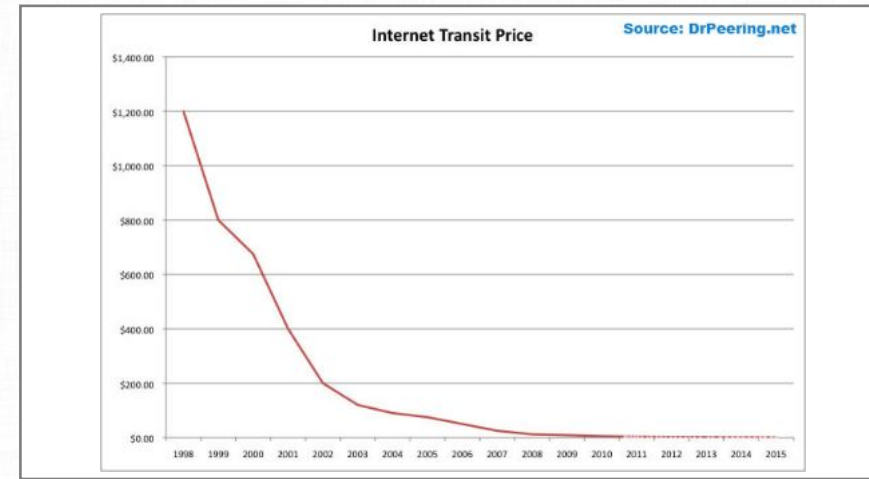


6-12 Months

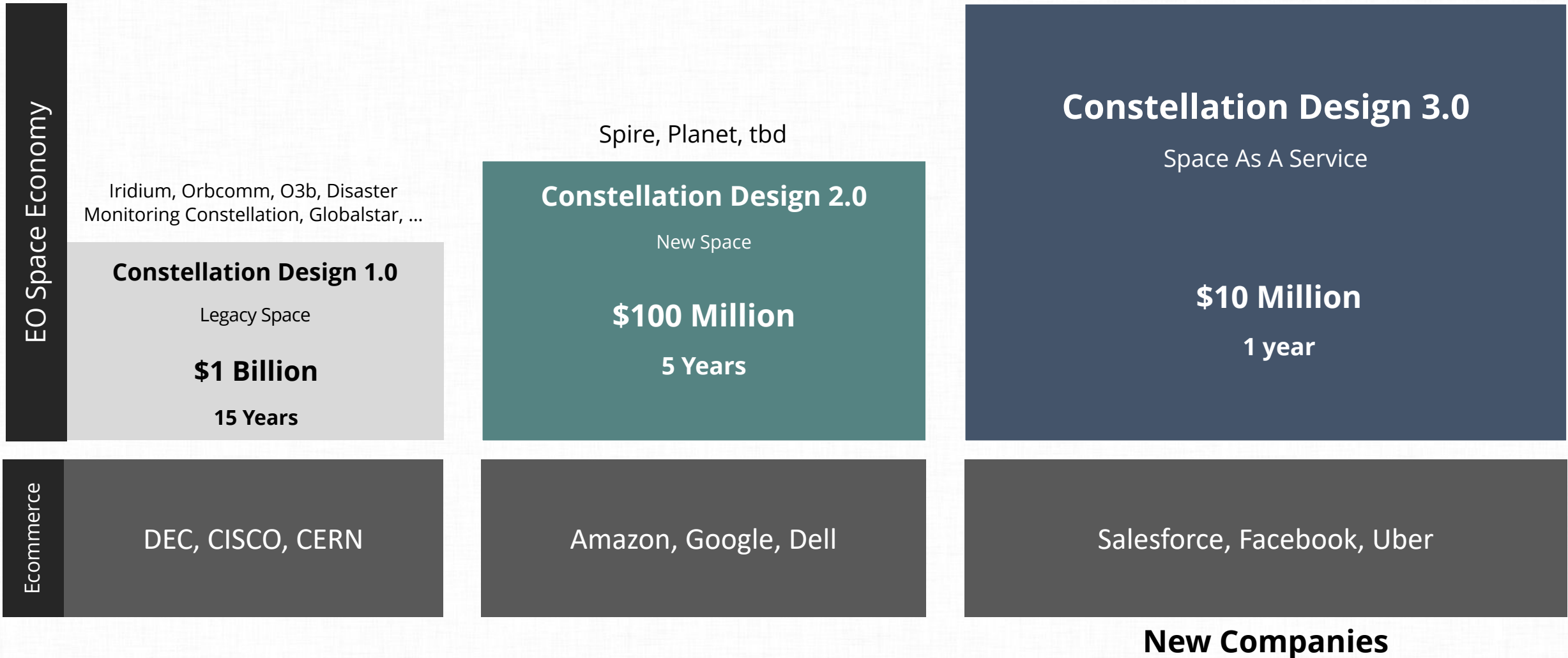
A fast, scalable, repeatable process for bringing new space data based products to market.

In 6 months and for \$10 million.

THIS IS NOTHING NEW. IT HAS HAPPENED BEFORE.



NEW SPACE CHANGED THE PARADIGM – SPAAS CHANGES IT YET AGAIN



Spire Phi-Week Offer

- 20 Satellites
- 2 year operation
- 12 month to deploy
- €10m



Note: First come, first serve, as long as supplies last, customer supplied payload, satellites might carry more than one payload, licensing and payment terms apply

For any questions, please contact:

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