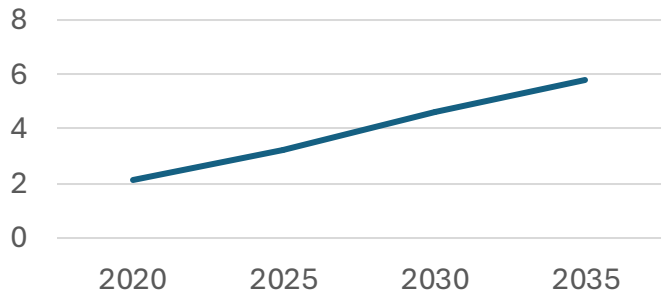
Avyukt | Prachi Mavi | Yatharth Gupta

Prachi- prachi.24373@sscbs.du.ac.in / +919319350251
Yatharth- arthgupta888@gmail.com / +918851601185
Avyukt- ak8552@srmist.edu.in / +919006776280

MARKET OPPORTUNITY ASSESSMENT

Unlocking India's AEROSPACE Revolution- Market opportunity Assessment for Skyroot Aerospace

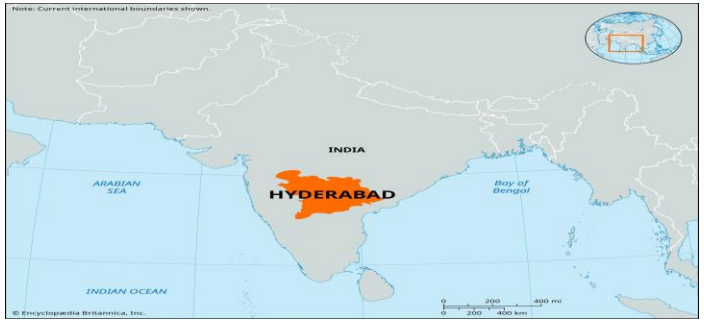
INDUSTRY ANALYSIS



$3.2
Market size of **2025**

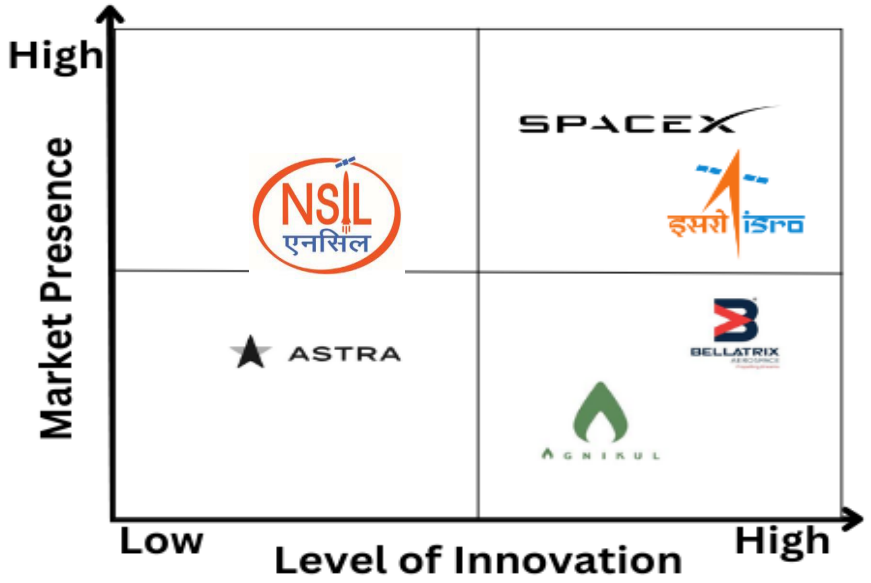
8.1%
CAGR 2025-2035

MAJOR FOOTHOLD



Started in 2018, Headquatered at **Hyderabad, Telengana**

COMPETITIVE LANDSCAPE



- We don't consider government organizations like ISRO as competitors but rather as potential collaborators for growth
- Our main competition lies with private Indian companies like Agnikul and Bellatrix, both focused on developing efficient small-lift vehicles
- Agnikul is valued at approximately $200 million, while Bellatrix stands at around $35 million

BARRIERS TO ENTRY

- **High Initial Capital Investment:** requires substantial financial resources for R&D, manufacturing, and launch infrastructure
- **Regulatory and Compliance Issues:** Navigating government regulations, obtaining licenses, and meeting safety standards can be complex and time-consuming
- **Supply Chain Constraints:** Dependence on specialized materials, components, and advanced manufacturing processes can lead to delays and increased costs
- **Market Trust and Credibility:** Gaining trust from potential clients and proving reliability through successful launches takes time and repeated demonstration of success

GROWTH DRIVERS

- **Government Support:** Increasing privatization of the Indian space sector.
- **Commercial Partnerships:** Collaborations with satellite manufacturers and global space agencies.
- **Growing Demand:** Rising need for small satellite launches, especially for communication and Earth observation.

COSTUMER SEGMENTATION AND TARGETTING

A comprehensive analysis of the Indian Space market to analyse the problem statement

SkYroot Aerospace

KEY CHALLENGES

High Capital Expenditure
Developing and manufacturing small launch vehicles requires significant upfront investment in R&D, infrastructure, and testing facilities

Regulatory Hurdles
India's space laws and policies are still evolving, leading to regulatory uncertainty for private players

Global Competition
Established global players like **SpaceX**, **Rocket Lab**, and **Blue Origin** dominate the small launch vehicle market

POTENTIAL TARGET SEGMENTS

- Small Satellite Launch
- Earth Observation
- Communication Satellite

WHY TARGET SMALL SATELLITES?

- The global small satellite market is booming, with over 6,500 satellites expected to be launched by 2030
- India's share in this market is growing, driven by demand from both domestic and international customers

SKYROOT'S OPPORTUNITIES

- Skyroot's **Vikram series** of launch vehicles is specifically designed for small satellites
- India's cost advantage (30-40% lower launch costs) makes it attractive for global customers

IMPACT

Economic Impact
projected to grow to $15 billion by 2030

Technological Impact
Innovation in areas like reusable rockets, 3D-printed engines, and lightweight materials

Strategic Impact
partnerships with global manufacturing institutions, creating a robust ecosystem

Social Impact
Indian startups to enter the space sector, fostering a vibrant entrepreneurial ecosystem

MARKET OPPORTUNITY ASSESMENT

Powering Market Entry ; Go-to-Market Strategy for Skyroot Aerospace

PARTNERSHIP

- Partner for **joint missions** or satellite launches
- Use **ISRO's launch facilities** (e.g., Satish Dhawan Space Centre) for initial launches
- Leverage **ISRO's mentorship** and **R&D support** for technology development

- **ISRO** is India's premier space agency with decades of experience in rocket launches, satellite development, and space exploration
- Collaboration can provide Skyroot with access to ISRO's infrastructure, testing facilities, and technical expertise

COLLABORATION

- Work with **NSIL** to offer commercial launch services for small satellites
- Collaborate on marketing and outreach to attract domestic and international customers

SIL is **ISRO's** commercial arm, responsible for commercializing space technologies and facilitating private sector participation

RISK MITIGATION

Technical Risk
- Failure of launch vehicles or satellites due to design flaws, manufacturing defects, or technical errors

Operational Risk
- Delays in launch schedules, supply chain disruptions, or operational inefficiencies

Financial Risk
- Insufficient funding, cost overruns, or revenue shortfalls

FINANCIAL FEASIBILITY & INVESTMENT PLANNING

A comprehensive understanding of the financials for Skyroot Aerospace.

SkYroot Aerospace

FIRST PHASE (2018-2020)

Seed Funding: $5–10 million (from angel investors, incubators like T-Hub, and government grants).
Successful sub-orbital launch in 2020 Skyroot became the first private Indian company to achieve this).

01

SECOND PHASE(2021-2023)

Series A Funding: $20–30 million (from venture capital firms and strategic investors).
First successful orbital launch of Vikram-I (2022–2023).

02

03

THIRD PHASE (2024-2026)

Series B Funding: $50–100 million (from global investors and strategic partners).
Achieve break-even by 2025

04

FOURTH PHASE(2027-2030)

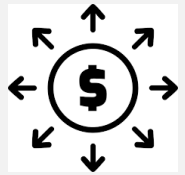
Series C Funding: $100–200 million (from global investors, IPOs, or strategic acquisitions)
Achieve **20–25 launches per year** by 2030
Become a global leader in small satellite launches
Launch **India's first private space tourism mission**

STRATIGIES FOR PROFITABILITY

COST OPTIMISATION

Reusable Rocket Technology: Invest in developing reusable rocket stages to significantly reduce launch costs over time
Shared Infrastructure: Collaborate with ISRO and other private players to share launch facilities and reduce infrastructure costs

REVENUE DIVERSIFICATION



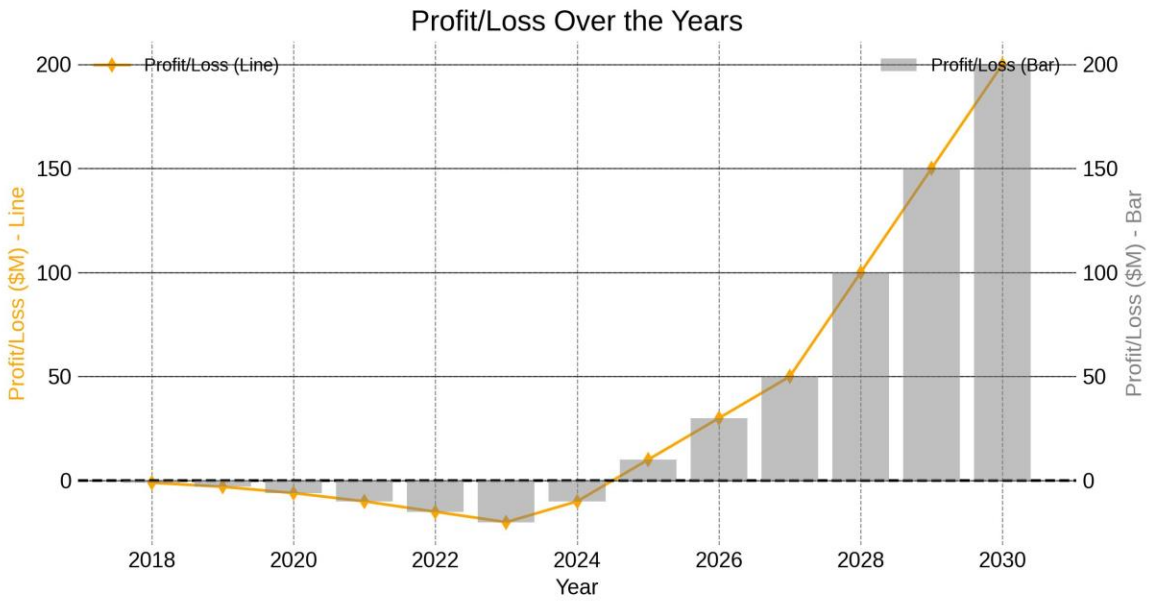
Satellite Launches: Focus on small satellite launches as the primary revenue source
Satellite Modifications: Offer satellite customization and modification services to attract additional customers
Data Analytics: Provide satellite data analytics services for industries like agriculture, climate monitoring, and IoT

FINANCIAL MANAGEMENT

Funding Strategy: Secure funding from venture capital firms, government grants, and strategic investors
Cost Control: Focus on lean manufacturing and operational efficiency to reduce costs.
flow

FINANCIALS

A Comprehensive Analysis of Finances for Skyroot Aerospace

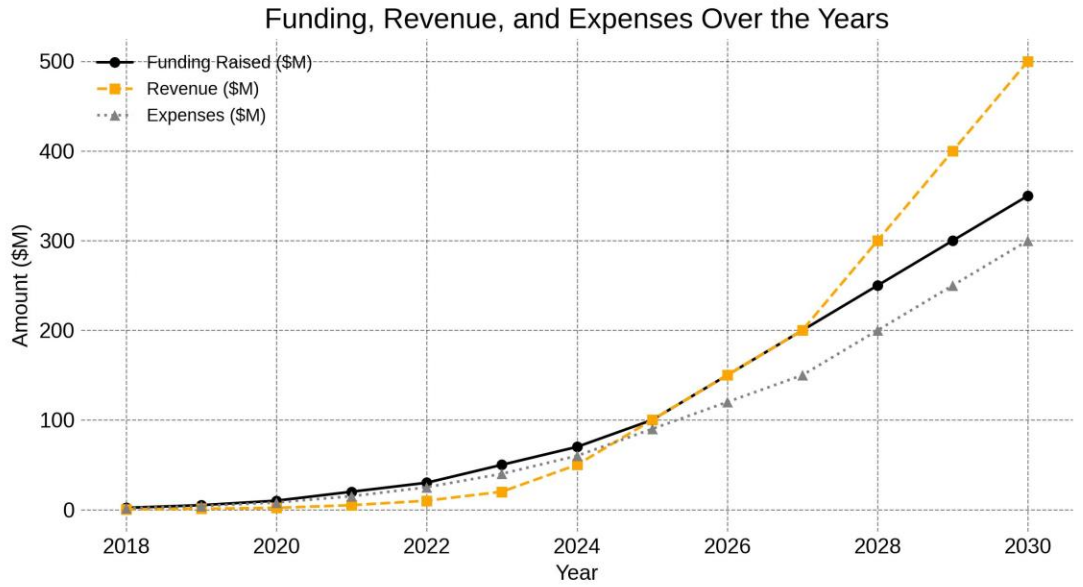


KEY MILESTONES

2025 -> Break-even achieved.
2026 -> International expansion.
2027 -> Reusable rocket technology.
2028 -> Space tourism missions.
2029 -> Global market leadership.
2030 -> 25+ launches/year.

KEY MILESTONES

2018 -> Company founded, R&D begins.
2019 -> Prototype development
2020 -> First sub-orbital launch.
2021 -> Vikram-I development.
2022 -> First orbital launch.
2023 -> First commercial contracts.
2024 -> Scaling operations.




THANK YOU