**Plazabridge Group/Gameday Analytics Platform**

**Satellite Industry Association**

**Space-based Sensor Data Collection Technology Trends and the Impact on Big Data Analytics & Satellite Manufacturing Industries**

The SIA is interested in understanding the impact of advanced sensor technologies, delivered in new space-based configurations, on member business prospects, including the possibility of disruption of the satellite industry as it is currently defined. Specifically, as three dimensional sensor networks collect ever increasing amount of data, differentiation of UAV, mobile, fixed, Iot and autonomous sensor systems from spaced-based systems must be understood to ensure the satellite industry keeps ahead of the curve on a variety of criteria: business model formulation, revenue generation strategies, value propositions to diverse customer segments and, even, the possibility of upheaval in the very definition of what it means to be in the satellite industry.

* Characterize the cutting edge of advanced sensors, deployable actually and in theory from space-based platforms
* Differentiate spaced-based data from that gathered by other means to determine relative contribution to Big Data application opportunities and value proposition contribution to buyers & consumers of information
* Forecast examples of leading information applications, as opposed to data applications, the difference being one where data is converted via AI, ML and other extrapolation techniques, to convert market enthusiasm to reality for new technologies.
* Provide recommendations to SIA on specific impactful companies to engage in order to build more robust and comprehensive Earth Observation forum. (EO= sensing the Earth to include RF, Radar and Optical technologies)
* Finally, catalog the variety of influences these trends have on the satellite industry and identify where U.S. government policies and regulations can assist to further integrate space-based satellite data for economic value.

**Methodology**

PBG will gather a team of analysts to research the key areas of the project. This will involve a variety of levels of skills to include both scientists, business analysts, data scientists and satellite industry leaders. A synthesis of this information will follow with checks and balances applied by our network of industry thought leaders. After a sufficient accumulation of knowledge, direct outbound connections with industry leaders and players will be conducted. This involves a combination of direct calling and direct conversation, participation in on-line conversation vehicles and participation in trade organization events. This includes a PBG proprietary methodology of senior management engagement processes and procedures.

**Deliverables**

We intend to deliver a series of reports on our findings. These will be PowerPoint presentations that can be easily converted to a narrative text report. We deliver this to provide both illustrations and text narrative in a convenient form. Additionally, we hope to create this presentation where the graphics and drawings can be adapted to an Infographic for the SIA website. Our approach for creating this presentation will be iterative and accumulated over the time we spend on this project. In essence our updates to ASI become parts to the eventual final presentation.

**Communication Coordination**

We request weekly conversations on the project progress. This can be done ad hoc or on a scheduled basis. Monthly consolidation reporting will supplement these weekly updates, with these meetings driving summarization of information and tweaking project priorities looking forward.

**Timing**

We believe our team can do a reasonable job by summer end. However, we also understand the wish to ensure a deep dive into the relevant subjects and may spend more time to investigate the issues. For planning purposes on both sides, we should use September as a major milestone target and determine changes as we progress. In all cases, PBG’s commitment will not go beyond end of October.

**Costs**

PBG time and effort is pro bono and any expenses incurred will be absorbed by PBG. IF SIA deems an added expense is called for to enhance the project then SIAI will reimburse PBG for expenses only.

**Allowances and Promotions**

Given the Pro Bono effort of this project, PBG requests from SIA the opportunity to publically disclose the project, during the effort to encourage industry participation and afterwards to attest to PBG’s accumulated expertise in space-based data acquisition platforms.