

Evaluation Criteria for Category2

Your “Mission Idea and Business Model” proposal will be evaluated based on the following aspects with the designated weights:

1. Impact on Society and Environment (40%)

What are the key features of your business model? How does your plan affect life styles of people, industries and natural and living environment of regions or countries and the earth? Products and/or services you propose must be based on specific mission types given in the Guide Book.

2. Business Model Structure (15%)

Your business model proposal must include the fundamental business components characterized by 5W2H, namely, Who, When, Where, What, How, Why and How much. You must clearly identify who the service provider is, when and/or how often the service becomes available, in what regions and countries. The nature of the product or service is most important as well as how they are delivered to the recipients. At last, but not the least why such products or service are important for the proposed costs (price) must be included.

3. Business Feasibility (15%)

You need to estimate the revenue versus costs based on your mission model and associated costs so that your business model is economically feasible. In order to organize and estimate the costs, you should find the attached cost estimation tips per mission model helpful.

You are required to include your cost table in your proposal to confirm that the revenue balances against the cost and the investment.

4. Logistical Feasibility (15%)

You must clarify the four key system elements in any proposed mission model. Those elements must include (1) payload and bus level of the satellite, (2) the number of satellites, (3) the number and specifications of ground stations and (4) launch configuration with reasons.

5. Risk Analysis (15%)

Specify any risks involved in the proposed business model. Risk factors in logistical and environmental areas could affect on business. Your objective view on your own business

model is important factor.

NOTE: In building your own cost model, you must specify design parameters as to the system configuration (the number of satellites, ground stations, and so on). You should find the following references to be helpful in order to estimate the costs involved with your mission.

Cost Estimation Tips

Cost Model Guidance Book

Cost Model