

Crossing the Valley of Death — from the Demand Side

Scaling space services in emerging markets by cultivating users

Panel · Identifying practical pathways to scale up within emerging nations

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THE PROBLEM, REFRAMED

The “valley of death” is a demand problem.

Individual ventures are nurtured with seed funding and incubators - yet most fail while trying to become sustainable businesses. Usually not for lack of a product, but for lack of committed, paying users.



A pilot is not a market.

EURISY · SINCE 1989

“A resilient national space economy begins not with the hardware a country builds, but with the community of users it cultivates.”

Eurisy bridges space and society - helping public authorities, businesses and emergency services put satellite services to work. Over 35 years this has built Europe's largest database of end-user testimonials on operational satellite applications.

HOW DEMAND GETS BUILT

We support de-risking of demand.

1

Document real user cases

Proof that peers - not service providers - make satellite services work in daily operations.

2

Build provider-user trust

Translate space into the user's own language, workflow and decisions.

3

Raise awareness & trust

Turn interested institutions into first adopters - and then repeat customers.

Dominican Republic: disaster risk, built to scale.



Earthpulse turned fragmented flood and landslide data into the country's first national risk baseline and maps - the groundwork for an Earth-observation early-warning system.

**Anchored to a real
government need**

**Blended finance:
ESA + World Bank**

**Scalable to other
Caribbean nations**

The lesson: it started with the user's problem - not the technology.

FOR EMERGING ECOSYSTEMS

Fund demand, not just supply.

- Treat user awareness and engagement as scaling infrastructure - not marketing.
- Anchor ventures to real users and concrete institutional needs.

“It’s not about the technology; it’s about how end users make it work for them.”

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ACTING COLLECTIVELY TO
BRIDGE SPACE AND SOCIETY