Satellogic is an Argentinian space technology company aiming to provide business intelligence and real-time global insights through satellite imagery and data collection across the electromagnetic spectrum.

**Project Scope**

A beachhead strategy to guide market entry efforts in China.

### Industry Research

- Interview with experts in the US, Japan and China
- Industry Reports: BCC Remote Sensing Technologies and Global Markets

### Management Interview

Interview with key persons at Satellogic: CEO, COO, Chief Data Scientist, etc. to understand Satellogic’s business model and strategic positioning

### Partner Identification

- Prospective partner exploration: image reseller, data analytics firms etc.
- Metrics development for evaluating partner candidates

### Partner Interview and Screening

- Interview with 21 image reseller, distributor and data analytics companies
- Partner rating based on interviews, and top candidate recommendation

### Recommendation

**Short-term**

- Sell images to distributors, resellers or data analytics companies

**Mid-term**

- Introduce data analytics service to distributors and resellers

**Long-term**

- a. Continue with existing strategy
- b. Form JV with strategic partners
- c. Exit

**Proposed Milestones**

**STEP 1: Marketing Material**
- Image portfolio
- Case study
- Chinese website

**STEP 2: Platform for Clients**
- Search archived images
- Explore capabilities

**STEP 3: Establish China BD Team**
- 2-3 people
- Operate in Beijing
- Government and Industry Network

**STEP 4: *1st Client Trial**
- Can provide upon request
- Indicator of traction in the region

**STEP 5: 1st Contract in China**
- Distributors, Resellers, or Data Analytics