

Collaborative Thoughts in a Competitive World

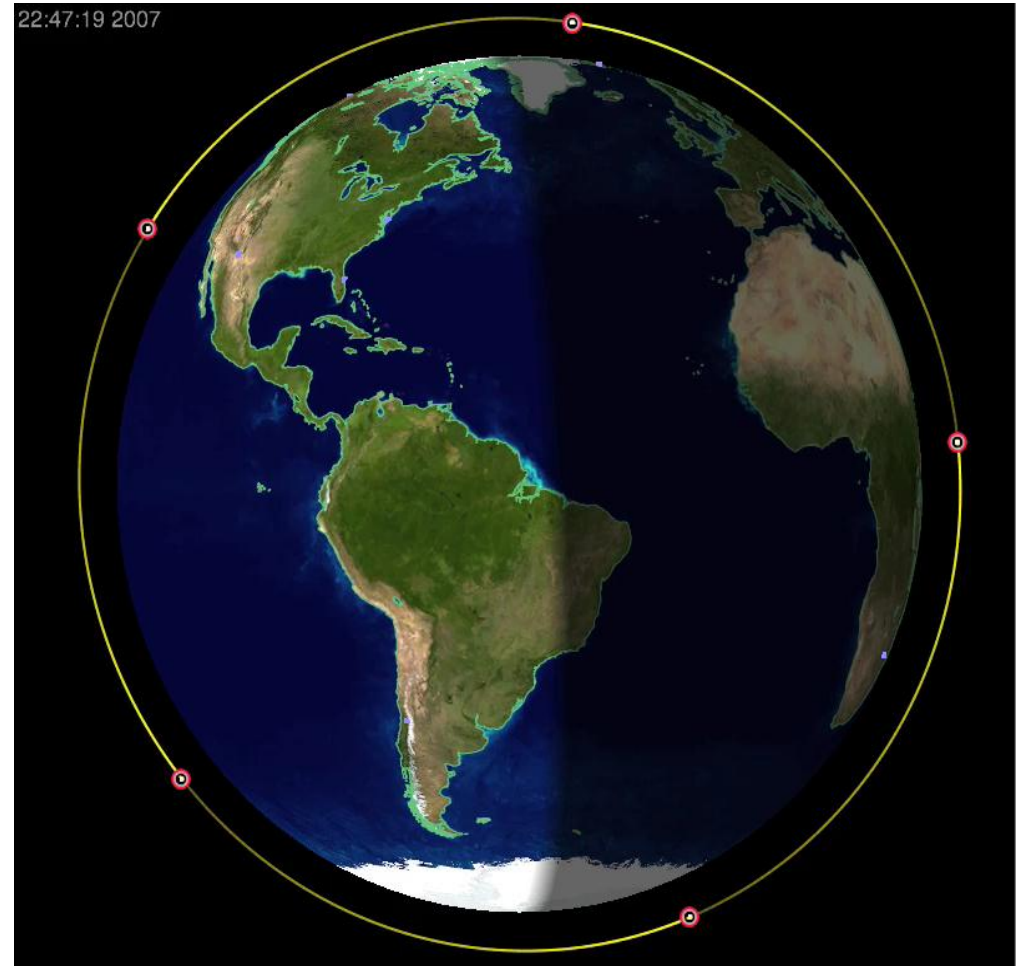
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RapidEye AG

RapidEye AG

- A global imagery and service provider
- 5 satellite constellation
- 5 m imagery
- 5 bands (red edge)
- Empowering global land-use decisions



Murray Darling River

December 4, 2008



RapidEye
Delivering the World



A simple EO business cycle



Sales

Paying today's bills

- National Space Agencies
- Ministry of Environment
- Ministry of Forestry
- Ministry of Cartography
- Ministry of Agriculture
- Ministry of Disaster Response

Our Business



Increase sales

- Grow market (new customers, new markets)
- Increase market share (product substitution)



Create new products and services

- New products that add value to customers
- New services to make image access and analysis easier



Make it easier to buy and manage data

- New technologies (imagery as a service, cloud services)
- New ways to add value to partners and End Users

Businesses are Focused

Vision/Mission

- To Enable Global Land Use Decisions

Core capabilities/ competencies

- Highest quality data products
- Perfectly balanced mosaics
- New product development

Business Models

- Sales: RapidEye distributes through partners
- Business development: Strategic partnerships
- R&D: commercialize work done by others

Cooperation or Collaboration?

Cooperation

There is a clear goal in mind, but there are a number of cause/effect relationships. So you need the combined force of a team of people to achieve the goal.

Collaboration

A group of people coming together, driven by mutual self interest, to constructively explore new possibilities and create something they couldn't do on their own.

Collaboration and Cooperation

Business Development: Collaboration

R&D: Collaboration and Cooperation

Societal Obligations: Cooperation

Business Collaboration

Public Private Partnerships

- Many different forms
- Advance government agendas while supporting needs of organizations
- RapidEye science Archive with DLR
- Very successful and very important

Business to Business Partnerships

- Advance needs of two commercial groups
- Not a buy sell type of relationship

Corporate R&D

Collaboration and Cooperation

Purpose

- Support Product sales (applications)
- Develop new products within Mission and Core Competency
- Support internal processes
- Manage External scientific relationships

Cooperate

- Enable those doing basic research
- Develop ideas that merit commercialization

Collaborate

- National Level
- Institutional level
- Personal level

Societal Support: A Corporate Responsibility Cooperation

Organized Requests: UN Charter

- We participate through DLR and German Government
- First to deliver data after tsunami in Japan

Ad Hoc requests: Disaster Support

- Specific requests from our partners. Example flood monitoring in Queensland

Ad Hoc Requests: Miscellaneous

- Governments with needs
- Organizations with needs
- Individuals with needs

Observations and Conclusions

- Collaboration and cooperation are the life blood of any organization
- We do this to grow, to share and to contribute
- We collaborate to achieve what cannot be done alone. We cooperate to achieve a common goal.
- Talk to us and work with us