Collaborative Thoughts in a Competitive World

John Ahlrichs, Ph.D.
VP, International Sales
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
A simple EO business cycle

- Sales
- Production
- Payment
- Delivery
- Feedback
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**

<table>
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<th>Vision/Mission</th>
<th>• To Enable Global Land Use Decisions</th>
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| 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.

Shawn Callahan, Infocus, May 2012
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