

Re: Getting Mega Projects Done

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In article <c730d17d.0411272027.775f38f5@posting.google.com>, David Summers <david@ualmiles.com> wrote:

>> ...*New markets*

>> *are needed, and they are all quite speculative: even if you can be fairly*

>> *sure that certain markets will appear, their size is quite uncertain.*

>

>*I believe that this is the big risk factor. What can be done to*

>*mitigate this?*

I think you have to plan on growing the markets as part of growing the business, which really puts a premium on low up-front cost because it's going to take a while to recover a sizable investment.

>*The only things I can think of are matching existing*

>*launchers as much as possible.*

If anything, that's a bad idea, because the people behind the existing launchers have political and financial clout that you lack, and you don't want to be seen as competing directly with them. (This was one of Beal's mistakes.) Ideally, you want them snickering at you. You want to be well established and profitable before they start taking you seriously as competition.

>*How believable are the market surveys that have been floating around? Is*

>*it even possible to get credible predictions using surveys like that?*

I haven't looked closely at them... but my gut feel is that they score well qualitatively but not quantitatively -- they're useful ammunition for establishing the presence of a market, but their estimates for its size must be considered very uncertain.

>> *And there is political risk, because there are unresolved regulatory and*

>> *liability issues galore, plus the possibility of government-sponsored*

>> *competition, plus the possibility of adverse legislation in general...*

>

>*The political risks are very real, but big money always trumps*

>*politics - or at least immobilizes them.*

sci.space.policy: Re: Getting Mega Projects Done

Unfortunately, big money is something an innovative launch scheme is unlikely to attract. It's necessary to plan on getting results with only small money, and that means you can't buy very many politicians.

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"Think outside the box -- the box isn't our friend." | Henry Spencer
-- George Herbert | henry@spsystems.net