

# Report: SmallSat Symposium 2016

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Satellite Business Network

Shigeki Kuzuoka

Translated by S. Hayashi



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### Summary:

The first SmallSat Symposium was held in Menlo Park, CA, United States - an affluent city in Silicon Valley, from February 23 to 24, 2016. A different event, the "SmallSat Conference" is held annually in August in Logan, Utah, USA, however, that conference is mainly focused on technical info provided by universities and the US Air Force. The SmallSat Symposium, is instead, focused on business aspects of the industry, in

order to provide a foundation for the rapid growth seen in the small satellite market today. The nature of this symposium is nicely summarized within a phrase in the logo - "The Small Satellite Business & Finance Show".

As this was the first SmallSat Symposium, we had noticed a 'wait-and-see' attitude amongst the host and attendees. Not all startup companies in the field attended, but one could certainly call

the event a success, as 200 people participated, and full capacity was reached soon after sign up commenced. Among the participants, we saw business people, investors, entrepreneurs, and some engineers. The organizers announced their intent to hold next year's symposium at a larger site. The two events will co-exist, with the "SmallSat Conference" focusing on technical aspects, and "The SmallSat Symposium" focused on business.

### Our impressions:

- Participation by Non-space-related Enterprises
- The Importance of Investment
- Old Space, New Space

[The rest is omitted.]

### Presentations and Main Topics:

They Keynote Speech

[The rest is omitted.]

A Panel on "No Longer Small - Differentiating Miniature Satellite Growth of the Sector"

[The rest is omitted.]

A Panel on Earth Observation

[The rest is omitted.]

A Panel on "Mobile Communication- Future of Mobility"

[The rest is omitted.]

Exhibitions

[The rest is omitted.]

### Other Miscellaneous Comments:

This was our first visit to California's Silicon Valley. This reporter enjoyed a number of experiences that can't be had in



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Japan, such as seeing the head offices of Apple and Google, ordering a ride via Uber, and others. While enjoying dinner with some local entrepreneurs, I was told of a public square where the late Steve Jobs would meditate while barefoot. It's obvious that Mr. Jobs has become a legendary Silicon Valley figure, and places in the area connected to him have become sought-after sightseeing spots.

Contact to:



Satellite Business Network

Shigeki Kuzuoka

E-mail: [shigeki-kuzuoka@sat-biznet.com](mailto:shigeki-kuzuoka@sat-biznet.com)