Trading Places

9/30/6

1. CONSUMERS

- POPULATIONS CENTERS DISPERSED
  - industries also dispersed
- SELLING REQUIRES ADDRESSING LOCAL MARKET DEMANDS
- TIME POVERTY IS SIGNIFICANT
  - total system speed & reliability needed
- (CONSUMERS ARE ENVIRONMENTALLY CONSCIOUS)
• BUSINESS TRAVEL INCREASES
• SHORT HAUL BECOMES A SIGNIFICANT AVIATION SEGMENT
• LONG HAUL MARKET REMAINS
• HIGH SAFETY STANDARDS ARE MANDATORY
  • current rates won’t be acceptable
• CONSUMER PRODUCTS WILL DRIVE ACCESS TO SPACE
• GLOBAL COMMUNICATIONS WILL BE A COMMODITY
• INDIVIDUAL COMPANIES WILL BE ABLE TO HAVE OWN COMMUNICATIONS SYSTEMS
2. GENERAL NATURE OF BUSINESSES

- COOPERATIVE AND PARTICIPATIVE ACROSS NATIONAL BOUNDARIES

- TEAMS CHANGE TO OPTIMIZE

- TECHNOLOGY DISPERSION & TRANSFER IS RAPID

- RAPID DEPLOYMENT OF TECHNOLOGY IS REQUIRED

- CORPORATIONS PRIMARY SOURCE OF R&D

- SERVICEABILITY IS ADVANTAGE FOR CUSTOMER APPEAL

- R&D RESTRUCTURED: R VIRTUALLY CENTRALIZED, D DECENTRALIZED

- BUSINESS WILL BE LOCATED AT THE CUSTOMER (FOR RAPID INCORPORATION OF PREFERENCES)
3. **GOVERNMENT’S ROLE**

- CONSUMERS CONTROL CONSTRAINTS of GOVERNMENTS
- LONG TERM R&D MAY BE GOVERNMENT ROLE
- IPR BASED ON SECRECY, NOT LAW
- SPACE REGULATION WILL REQUIRE TEETH
  - Asian users will be main influencer
- SHORT HAUL ATC PRIVATIZED AND LOCALLY CONTROLLED
  LONG HAUL ATC REGULATED BY INTERNATIONAL BODY, BASED ON MARKET FORCES
4. **PRODUCT AND SERVICE INDUSTRY OPERATION**

- BUSINESSES NEEDS RESULT IN COMPANY DEDICATED airlines
- LEASING OF airlines BECOMES BUSINESS
- MARKETS DEMAND CUSTOMIZED AIRCRAFT FOR SPECIFIC MARKETS, ALONG WITH GENERIC AND BACK-COMPATIBILITY
- ERGONOMICS AND ENTERTAINMENT NECESSARY FOR LEISURE MARKET
- LOCALIZED SERVICE REQUIRED (SOMEHOW)
- AGEING AIRCRAFT FLEET IS SUBJECT OF INDUSTRY FOCUS
- SELLER MAY PROVIDE AIRLINES BY THE HOUR, OR SELL TURNKEY
5. MILITARY

- DETERRENCE PRIMARY NEED
- RECONNAISSANCE AND SURVEILLANCE REQUIRED, FROM SPACE
- ALLIANCES BETWEEN U.S. AND ASIA FOR OPERATIONS AND SYSTEMS DEVELOPMENT
- U.S. WILL SEEK/NEED INTELLIGENCE ABOUT ASIAN MILITARY
- SERVICE LIFE EXTENSION REQUIRED FOR CURRENT MILITARY MARKET
- U.S. MILITARY OPERATES CLOSE TO HOME (RESPONSIVE/REACTIVE)