

# Developing go-to-market strategies in emerging markets

**Kacific Broadband Satellites**  
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## Connecting the dots

We started by looking at the needs of the **people** in the world's **most-difficult-to-connect** geography.



# Connecting the dots

**The need:** easy and affordable broadband access everywhere

**Our vision:** provide fast, affordable, dependable broadband

**Our strategy:** to succeed in underserved, low penetration, low-income markets requires coordination across **three** dimensions.



# 1. Providing suitable service and technology

Universally available, high-capacity signal based on **proven technologies**

## Kacific-1 High Throughput Satellite

- Under construction at The Boeing Company
- Innovative “true” condosat with leading Asia partner
- Well proven 702MP Geostationary Platform
- Large satellite with 20 years of life, launch in 2019
- 56 high power narrow beams bringing tens of Gbps to key markets of South East Asia and the Pacific
- Limited on-board flexibility to drive prices per Gbps to the lowest possible





# 1. Providing suitable service and technology

Simple. Proven. Affordable.  
Reliable. Easy to maintain



## VSAT terminal

- Small 75cm to 1.2m diameter
- Inexpensive
- Can be solar-powered
- lightweight
- Quickly installed
- Easily maintained



## 2. Go-to-market strategies

Aggregate customer demand



Government



Community



Small-business



Family-to-family  
hot-spot service  
providers

## 2. Go-to-market strategies



Unprecedented fill rate pre-launch for a Ka-band satellite

Pre-launch contracts in 13 Asian and Pacific countries

### 3. Involve government, international agencies and NGOs

**Subsidize low-cost ground equipment for low income areas**

**Provide training and access to a broad range of online programs**

- Healthcare
- Education
- Government services
- Economic development initiatives





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## Terrestrial networks cannot connect the world

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Dispersed pockets of the global population will **never** be economically connected through terrestrial networks.





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## What we've learnt : Ka-band is a critical resource

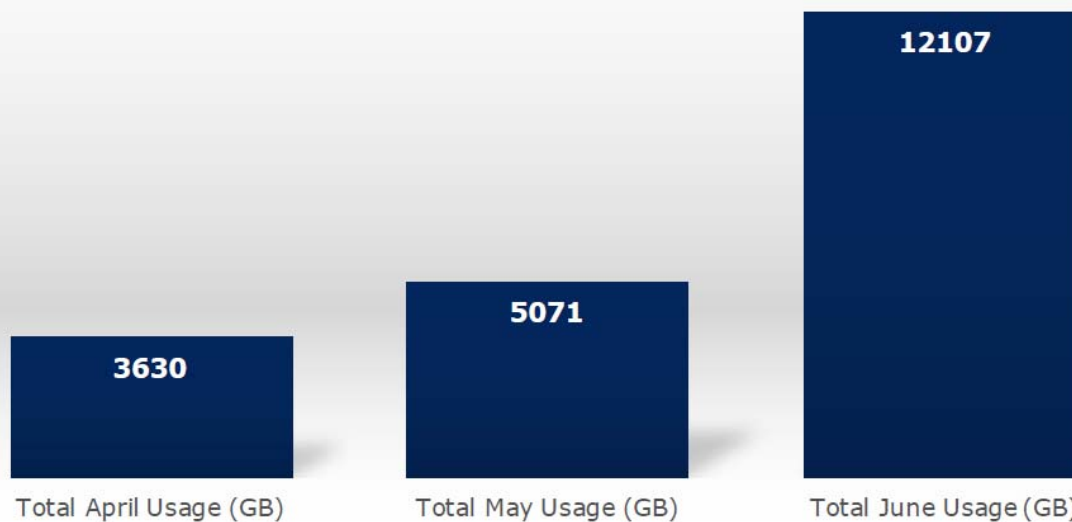
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The Ka-band spectrum is vital for the satellite industry to connect these populations with good quality, affordable internet.

Regulators need to preserve the complete Ka-band spectrum for satellite telecommunications to give governments the opportunity to fix the broadband access issue.

## What we've learnt : the thirst for internet

Monthly Usage in GB



Internet usage statistics on interim network

## What we've learnt : the thirst for internet

Customers have started offering internet broadband services using Kacific network to various segments

- Public WiFi Hotspots
- Dedicated Internet Connectivity to home user, schools and universities
- Tele Medicine, Tele Education
- Enterprise customers Internet Connectivity





## Kacific-1 – coming soon to an island near you

