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VERTICAL INTEGRATION: A BOON OR BANE FOR NEW SATELLITE COMMUNICATION  
INDUSTRY ENTRANTS?

**Abstract**

The satellite communications industry is thriving on innovation at an ever-increasing pace and is under constant stress often debated whether the Low Earth Orbit (LEO) satellites with no successful business model yet will revolutionize or just end up as other Teledesics and whether Geostationary Orbit (GEO) manufacturing orders bounce back. Amidst this, can new satellite communication companies survive the LEO race against organizations that have all upstream, midstream and downstream holdings like SpaceX (including Starlink and SpaceX) and Blue Origin (including Kuiper, New Glenn and Amazon Web Services)? This paper presents a unique perspective of analysing the problems faced by new entrants to LEO satellite communication networks compared to SpaceX and Blue Origin. This paper assesses step by step hurdles that satellite communication companies face from initial funding to regulatory to procurement and so on, thereby comparing them to what advantages SpaceX and Blue Origin have in the LEO race, whether there's a need for the vision of vertical integration for new entrants and provides niches for new entrants to skip some hurdles.