



The Georgia Center of Innovation for Aerospace Played Key Role in the Launch of Generation Orbit's Reach for the Stars

OVERVIEW

Generation Orbit Launch Services, Inc. is an Atlanta-based company that provides fast, flexible and dedicated services to launch nano- and micro-satellites into space. The air-launched system is specifically designed for small payloads.

As satellite technologies mature, there's been a proliferation of organizations seeking to launch small satellite projects, yet commercial space launch options are few and far between. Generation Orbit's vision is to open the doors to space for this new generation of satellite developers through its horizontal air-launch system. Since the company's inception in 2011, the goal has been to develop, test and launch the first vehicle to space by 2016. The successful launch of this new system will allow companies the ability to control their own launch timing, desired orbital location, and scale down a timeframe from years to months – a service not currently offered anywhere on the globe for this class of small payload customers.

CHALLENGE

Getting to space is hard, and to do it within a three year timeframe is next to impossible. In order to bring this vision to market safely and efficiently, Generation Orbit needed to find partnerships with the relevant experience, access to resources and innovative solutions within the following areas: space systems design, business development, fundraising, testing and manufacturing, as well as flight systems and ground operations.

The state of Georgia has a robust, mature aerospace industry, yet a relatively small space segment. As a young company in the state's aerospace industry, the Generation Orbit team approached the Georgia Center of Innovation for Aerospace and their director, Steve Justice.

The significant connections include:

- Introduction to Georgia-based Phoenix Air for the use of an aircraft and ground operations for flight-testing.
- A connection with researchers at Mercer University's Mercer Engineering Research Center for structural testing and Middle Georgia State College's Applied Aerospace Research Institute for fabrication of composite components.
- With a recommendation letter from the Center, Generation Orbit was awarded a \$2.1M NASA NEXT contract for the first launch of GOLauncher 2.

Economic Impact for Georgia:

- \$2.1M NASA contract and creation of 10-20 jobs once the system is fully operational.
- Control of at least 20 percent of addressable market demand by 2020, ramping up to as many as 24 launches annually.
- Projected future recruitment of small satellite companies (manufacturing and operation) to locate near the Generation Orbit offices in Atlanta.

What the Center of Innovation for Aerospace offers businesses within the Industry:

- Technical industry expertise, collaborative research and partnerships.
- Collaboration of leaders from academia, business and government to assist in the commercialization of new products, processes and business models.

Generation
Orbit
Launch Services, Inc.

SOLUTION

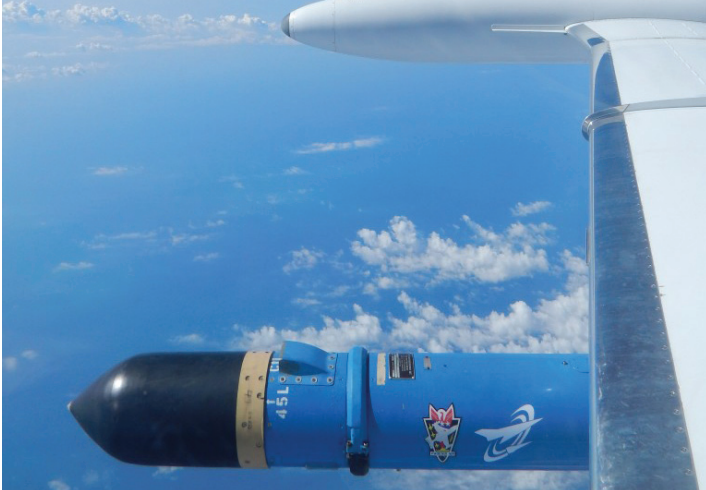
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The Center of Innovation for Aerospace, a unit of Georgia's Department of Economic Development provided deep technical expertise, collaborative research and partnerships to help Generation Orbit reach its goals. Through access to a network of aerospace businesses, along with academic and government resources, the Center helped put Generation Orbit on the path to success.

Steve Justice's previous professional experience at Lockheed Martin with horizontal launch studies in the 1990s, along with his work on special mission variants of the Gulfstream series of aircraft gave him insight into the challenges faced by Generation Orbit. He used that insight to connect Generation Orbit with the right combination of academic researchers, vendors, testing facilities, and ground operations – and with his team at the Center of Innovation, made the significant connections that led to successful contracts for Generation Orbit, leading to positive economic impacts for both the company and the state of Georgia.

RESULTS

Through the ongoing partnership with the Center of Innovation for Aerospace, Generation Orbit has assembled a team of partners across Georgia and the United States that are developing the world's first dedicated small satellite launch system.



“Working with the Center of Innovation for Aerospace has been an invaluable experience. They guided and connected us to resources that, as a young aerospace company, we greatly needed. They continue to be an incredible resource, and we wouldn't be where we are today without their services.”

– A.J. Piplica, COO
Generation Orbit