ILLUSTRATIVE BUYER BRIEF

A U.S. buyer for polar downlink capacity

A worked example for a European or Canadian ground-station operator. The mission, organizations and decisions below are hypothetical.

THE OPPORTUNITY

A U.S. civil Earth-observation operator wants an additional high-latitude contact window for a polar-orbiting satellite. The supplier offers an existing antenna and an operations team. The open question is whether the extra contact delivers usable data sooner.

WHO MAKES THE DECISION

Mission operations lead	Owns the gap in coverage. Ask which passes are routinely missed and how much earlier the team needs its data.
Ground-segment integrator	Owns the technical interface. Confirm supported bands, scheduling, data handoff and the effort required to add a station.
Commercial buyer	Owns the purchase route. Establish whether the operator buys capacity directly or through its existing network provider. Identify who can approve a paid trial.

FIRST COMMERCIAL ASK

Ask the operations lead and integrator to review one representative pass together. If both see a fit, agree on a short trial, the acceptance measures and who can authorize the work.

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What would justify a pilot?

The buyer needs evidence of service performance, a workable integration plan and a person authorized to approve a trial.

EVIDENCE TO BRING

Coverage and performance	Pass predictions for the target orbit, a representative contact log and a sample file. Compare time to usable data against the current route.
Integration and delivery	The interface specification, access arrangements, staffing, support hours and a test window. Identify which assumptions the buyer must verify.
Commercial readiness	Trial scope and price, a named delivery owner and a draft acceptance test. Confirm who approves supplier onboarding and any data-handling review.

THREE DECISIONS IN THE FIRST 90 DAYS

Day 30 / Select	Choose one buyer and one program after testing the mission fit and identifying evidence gaps.
Day 60 / Test	Review buyer feedback, technical gaps, pricing and the likely route to a purchase.
Day 90 / Decide	Advance a pilot or proposal if viable. Redirect or stop if the evidence or buyer response falls short.

Quantum provides research, buyer materials and outreach. The supplier provides technical proof, price, capacity and timely decisions.

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