

# The Domino-E Webinar Series: Unlocking the Future of Earth Observation

Webinar Session 3: The Domino Ecosystem  
Business Opportunities for SME's

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# Business Models and Opportunities in the Earth Observation Market

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# DOMINO-E supporting market needs

**DOMINO-E aligns with the evolving trends in the EO and small satellite sector, ensuring that its multi-mission federation layer remains relevant and valuable to both institutional and commercial users.**

## **Increased Operational Needs:**

**DOMINO-E aligns with this need by enabling multi-mission coordination, ensuring timely image acquisition and delivery**

## **Demand for Cost-Effective and Scalable EO Solutions:**

**DOMINO-E's multi-mission federation layer addresses this by offering seamless integration and optimization across multiple EO assets.**

## **Shift from Raw Data to High-Level Data-Driven Services:**

**DOMINO-E's focus on automated planning, scheduling, and AI-driven processing supports this transformation.**

## **Democratization of EO Data:**

**DOMINO-E facilitates efficient data access and processing through its federated system, helping overcome technical and resource barriers.**

## **Growing B2B Market & SME Involvement:**

**DOMINO-E aims to engage SMEs by allowing them to develop services for the federation layer, increasing competitiveness and fostering innovation.**

## **Market Challenges: Standardization, Competition, and Regulatory Issues:**

**DOMINO-E's approach to interface standardization and compliance positions it well to tackle these barriers.**



## Insights from the DOMINO-E Project

### DOMINO-E:

as a **federated, standardized, modular EO architecture**

### GOAL:

Enhancing collaboration & lowering market entry barriers for SMEs  
Focus on business models, certification & commercialization strategies

### The Impact of DOMINO Architecture on EO Collaboration and SME Entry:

Unlocking opportunities through modular, federated Earth Observation

### DOMINO Market:

End-users (institutional and government market)  
System Integrators and SME (industry)

# Benefits of **federated** and shared Infrastructure for EO Efficiency

- Cloud-based EO processing **reduces duplication**
- **Lower costs** for governments, agencies, and SMEs

> **Use Case: Multi-stakeholder flood monitoring coordination**



# The Role of **federated** in EO Interoperability

- DOMINO Architecture standardization at EU level contributes to **reusability** and **profitability** for all European stakeholders.
- Ensuring **seamless EO data access** across missions
- Standardization enables **cross-sector & international collaboration**
- Federated ground segments streamline **multi-mission coordination**
- Enables **resource pooling**
- Integrating Copernicus, ESA & commercial platforms

> **Use Case: Climate monitoring agencies benefiting from automated EO insights**



# Benefits of **Certification and Compliance** for Market Adoption

- DOMINO Certification ('Stamp') for pre-approved EO services
- Certified DOMINOEs ensure system compatibility
- Certification increases investor confidence
- Certified services can be exported to global clients
- Simplifies procurement & boosts local EO development: Creates a trusted marketplace for modular EO solutions

## > Use Case: **DOMINO-certified flood detection tool for National Agency**



# Challenges



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## Challenges for Commercialization & Market Adoption

- Legacy EO systems create resistance to federated models
- Regulatory challenges limit EO data-sharing & interoperability
- Resistance from legacy systems & large EO firms
- Need for harmonized standards & phased integration
- Regulatory & security concerns with cross-border data sharing



## SME Challenges: Managing Competition with Established EO Players

- **Need for Standardization:** The absence of common technical standards for EO data sharing and integration
- Competition with **Established Players:** differentiation crucial.
- SMEs face challenges **competing with large EO firms**
- **Differentiation** through high-value AI-driven services
- **Specialization** in **AI-based** EO analysis, modeling & predictive analytics
- **Regulatory & Security Barriers** limit EO data-sharing & interoperability
- **Technical Challenges:** Complexity of Data Handling - integrate multiple EO missions from different sources, which increases data volume and interoperability issues.

# Business Model Evolution for SMEs



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## From Data to Intelligence

### Transition from raw data to analytics-as-a-service :

Shift from raw EO data sales to AI-powered decision support

Subscription-based EO analytics services replacing image sales & real-time insights

Marketplace for AI tools, analytics, and EO processing modules

> Use Case: Precision farming service from SMEs using AI-driven EO monitoring





## Lowering Barriers for SMEs in the EO Market with DOMINO-E

- SMEs can now enter EO without proprietary infrastructure
- Pay-per-use & subscription models provide cost-effective EO access and shared services

**> Use Case: Deforestation monitoring service from SMEs using AI-driven EO monitoring**





## New Revenue Streams for SMEs & Industry Integrators

- **B2B & B2G sales models expand SME opportunities**
- **SMEs can develop modular AI analytics for EO marketplace**
- **System integrators benefit from modular ground segments**

Examples using DOMINO



**B2G: EU Environmental Agency:** Pollution monitoring via AI-driven tasking

**Government:**

AI tools for urban growth, climate analytics, maritime monitoring

Real-time agriculture analytics

Maritime Surveillance

**B2B to system integrators:** Ground Segment Modules: Advanced Data Processing Services; Data Integrity and traceability service.

# Conclusion and Next Steps



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## Conclusion

- DOMINO-E transforms EO through **collaboration & modularity**
- DOMINO-E reshapes EO commercialization & **SME accessibility**
- **SMEs gain access and innovate** more
- **SMEs reduce costs & scale** with modular EO solutions



## Next Steps

- Boosts **public-private** EO collaboration
- Standardization is key to unlocking global EO potential: Expanding standardization & regulatory compliance
- Use of EU support mechanisms (e.g. Horizon Booster)



# Thank you!

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