

// Case Study

# Methera

**Methera Global Communications Ltd.** An innovative communications technology company with the vision to enable the delivery of digital applications to rural and un(der)served communities.

We work with  
**Innovate UK**

**CATAPULT**  
Satellite Applications

## ABOUT THE COMPANY

**Methera Global Communications Ltd** is an Innovative UK communications technology company with the vision to enable the delivery of digital applications to rural and un(der)served communities. Central to Methera's vision is the implementation of a Medium Earth Orbit (MEO) satellite constellation that is optimised to deliver super high-speed, resilient, broadband and data services to rural and un(der)served communities in targeted nations around the world. This, together with the development of applications optimised for these communities, will revolutionise the adoption of digital services worldwide.



## RATIONALE FOR INTERVENTION

1. Methera has extensive experience in the traditional SatCom market and is well aware of the wholesale SatCom landscape but was struggling to formulate its unique value proposition and its positioning in the market and was not yet clear on the downstream distribution strategy to reach end-users
2. Methera has secured a large and important grant package that needs to be match-funded with private capital and is looking to define its medium/long-term finance strategy to get to market
3. Methera was looking for an external validation of their system design and advice on some key technical trade-offs for its MEO constellation.

## OUTCOMES

Two main areas of work were identified and executed by the sprint team, presented during a half-day follow-up session:

1. **Strategic analysis:** Confirmation of requirement / opportunity; USPs; Essential Environmental Changes (for success); Key Milestones; and Barrier Creation. Output was a slide deck with key strategic suggestions, list of investors, and supporting templates for value proposition and business model definition.
2. **System analysis:** Analysis of options and risks at system level (including single beam satellite solution). Output is a report that includes system review and a constellation / link budget assessment.

The Satellite Applications Catapult also provided advice on financing strategies and options, review of investment document and scoping of potential grant collaborations, which are part of day-to-day Catapult support for start-ups and SMEs.

## FOLLOW-ON ENGAGEMENT

**Two areas of follow-up support have been defined:**

- Additional finance readiness support such as pitch training and review of investor material
- Scope out collaborative project opportunities after completion of Methera's UK study when both technology and market strategy will be better defined

## IMPACT

- Methera has recently hired a
  - Business Development manager
  - Methera is actively looking for Series A funding
- Methera has pitched to:
- the Satellite Finance Network
  - the Space Tech Angel Group

“ Many thanks for the excellent Sprint. The preparation put in by the team was clearly evident, and we took away some extremely important information. We really look forward to continuing to work together on this exciting project, and no doubt there are areas of mutual benefit that we should pursue. ”

**Chris McIntosh,**  
CEO, Methera Global Communications Ltd

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