

# Markus Borsand

Director Program Area Electronics at RUAG (Beyond Gravity)

# Introducing: RUAG Space

## How 'Legacy Space' Meets 'New Space'

Markus Borsand

Director Program Area Electronics

RUAG Space

1 December 2021

Together  
ahead. **RUAG**



**Today**





**Heritage & Innovation:**  
Four decades of  
experience, 100 %  
mission success and  
cutting-edge engineering  
expertise combined with  
the agility and innovation  
of a start-up to make your  
mission a success.



# RUAG Space Footprint

## Globally Positioned, Close to Our Customers



# Our Customer Base Today

Both Long-established Institutional And "New Space" Partners.



NB: the list above is not intended to be exhaustive





The future



beyond gravity

**We push boundaries  
to reach new horizons.**

Our Purpose

**together - curious - passionate**

Our Values

**Advance humankind and enable  
the exploration of the world and  
beyond.**

Our Vision

**You can rely on us. We turn your  
mission into a success.**

Customer promise





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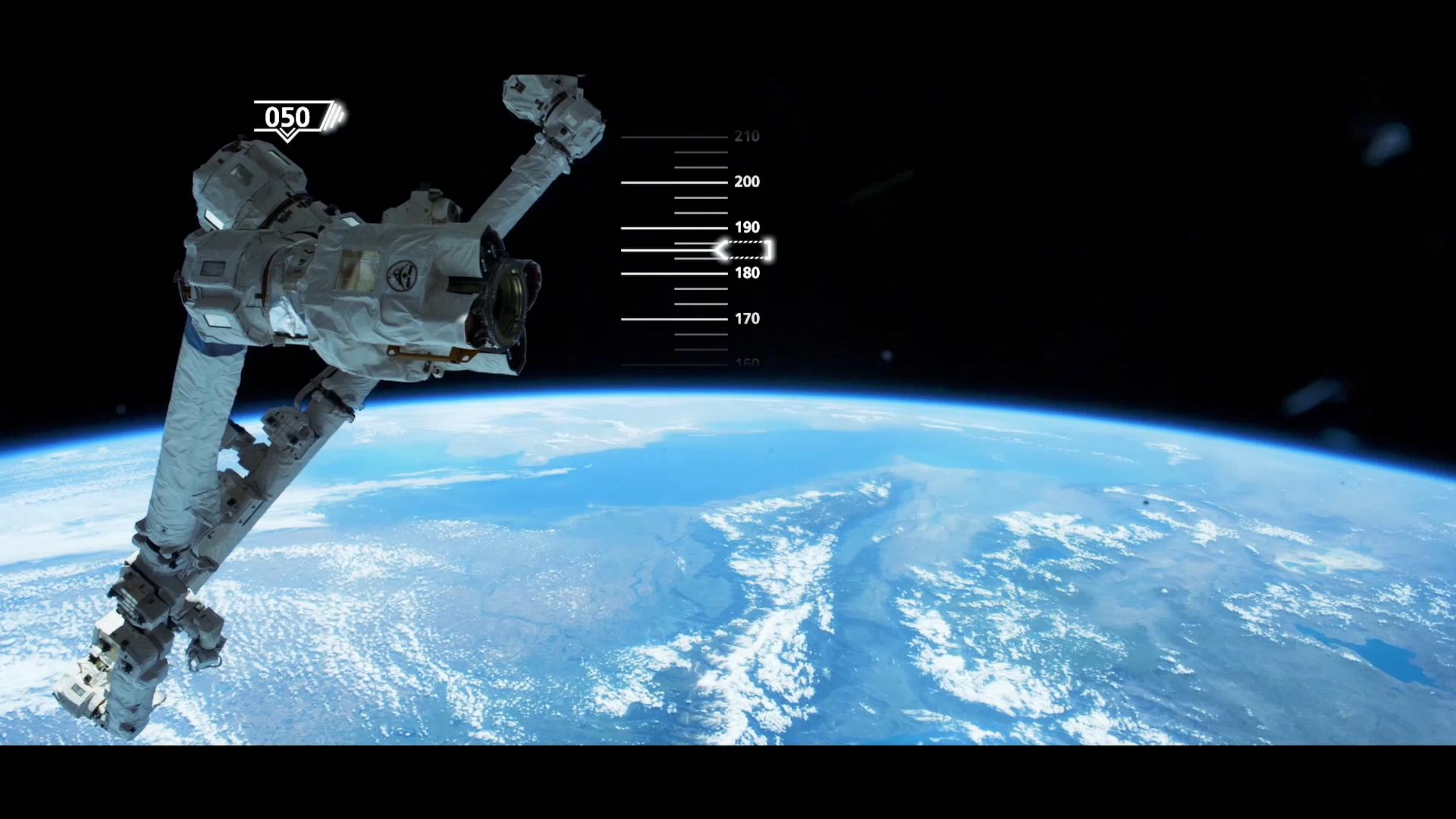
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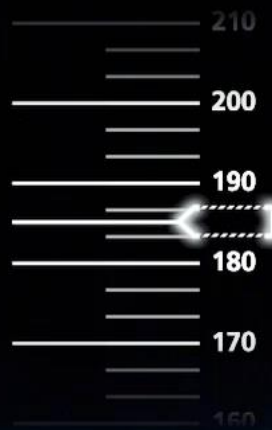
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050





**Strategic Focus:** From a  
Component Supplier  
to a Strategic Partner for  
Sub-Systems.

Shift current production  
from prototypes to  
innovative solutions and  
mini-series using digital  
technology, artificial  
intelligence and robotics.



# Future Customer Base

## No Divide Between “New Space” and “Legacy” Space



“New Space”  
and “Legacy  
Space” Become  
One Industry.

Several  
Different  
Demands on the  
Market.





# How to Get There

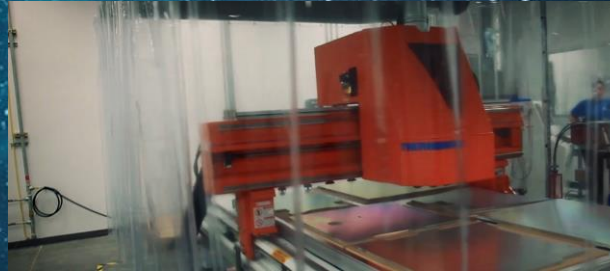
# Advanced Technology and Industrialization

½ Price, ½ Lead-Time – Twice the Performance!

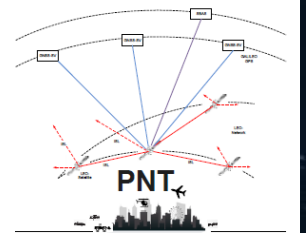
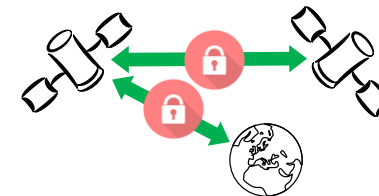
**Standard Products** –  
Customization Late in the  
Flow Even In-flight.



**Industrialization** for Cost and  
Efficiency but also Quality.



Enable **Digitalization** of  
**Space** and Develop  
**Payloads** in Selected Areas.





# The Bright Minds Behind Our Products & Technology

## Culture and Mindset as Key Success Factors

**Start-up Mindset:** Agility and Innovation.

**Clear Values:** Passion, Curiosity and Team Spirit.

**Strong Partnerships:** Build Long-Term Supplier Ecosystem.

**Stay World-Class:** Globally Develop Internal Talent.



# Stay Tuned!

Launch of Our  
New Brand  
in March 2022



The background of the slide is a deep blue, starry night sky. It features a dense field of small, white, out-of-focus stars scattered across the frame. A faint, vertical band of slightly brighter, teal-colored light, resembling a nebula or the Milky Way, runs through the center of the image, adding a sense of depth and cosmic wonder.

**Thank You!**

Questions?