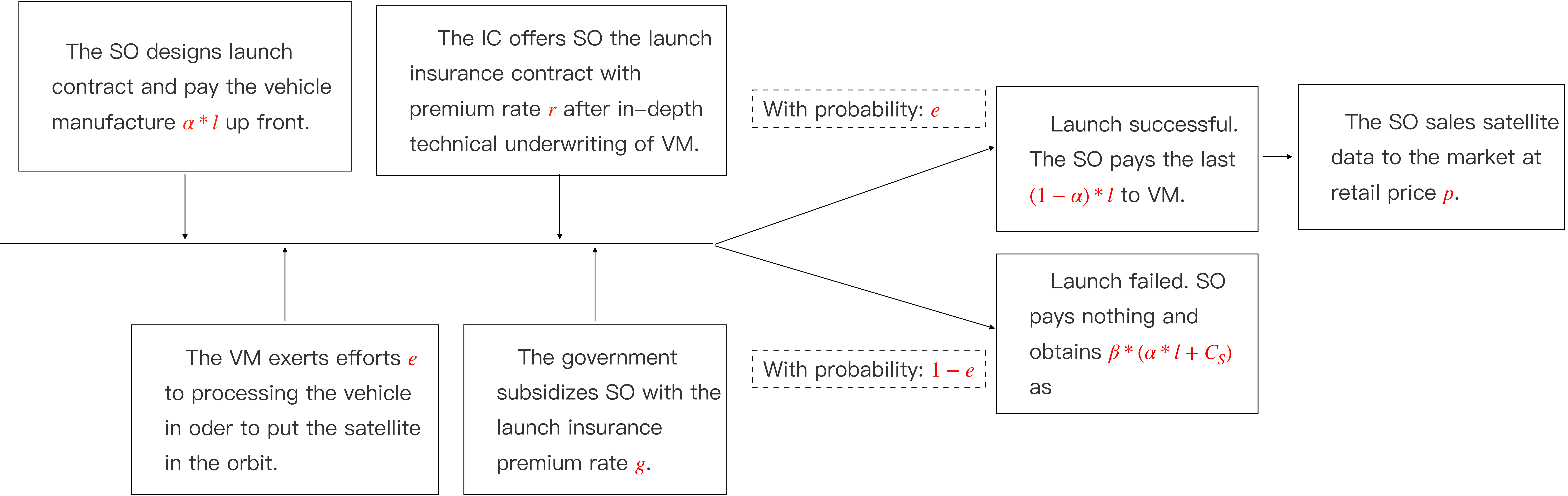
The SO designs launch contract and pay the vehicle manufacture $\alpha * l$ up front.
The IC offers SO the launch insurance contract with premium rate $r$ after in–depth technical underwriting of VM.
With probability: $e$
Launch successful. The SO pays the last $(1-\alpha) * l$ to VM.
The SO sales satellite data to the market at retail price $p$.
The VM exerts efforts $e$ to processing the vehicle in oder to put the satellite in the orbit.
The government subsidizes SO with the launch insurance premium rate $g$.
With probability: $1-e$
Launch failed. SO pays nothing and obtains $\beta * (\alpha * l + C_S)$ as