



STUDENT BRIEF

DEVELOP SUSTAINABLE MARKET ENTRY STRATEGIES FOR ROLLS-ROYCE

Rolls-Royce

Summary

Rolls-Royce designs and builds jet engines and related power systems for airlines and aircraft makers around the world. We're under real pressure (from customers and policy) to cut emissions while keeping aircraft flying reliably. I'd like you to help us work out where and how we should move faster into sustainable aviation solutions, especially sustainable aviation fuel (SAF) and electric or hybrid-electric propulsion. You'll produce a clear view of the best regions to target, who to work with, and the first practical moves we should make.

KEY WORDS

Aerospace, Rolls-Royce, sustainable aviation fuel, SAF mandates, electric propulsion, hybrid-electric, market sizing, policy research, competitor analysis, partnership mapping, risk assessment, presentation

INDUSTRY

Aerospace, Energy, Sustainability, Business Strategy

FOCUS

- Map current SAF supply, demand and policy signals
- Compare electric and hybridelectric options by aircraft type and timeline
- Rank regions for first pilots and commercial moves
- Identify partners across airlines, airports, fuel firms and startups
- Risks and how to lower them: certification, costs, feedstocks, batteries



Brief

I work in the commercial strategy team in Civil Aerospace at Rolls-Royce. Airlines are asking us how we can help them hit 2030 and 2050 climate targets, not just with efficient engines but with wider solutions. We've run large engines on 100% SAF in test and we're developing power systems for hybrid-electric flight, but the





big question is where to place our bets and who to partner with first.

Your job is to build a short, well-sourced view of the best market entry plays for us in sustainable aviation. Keep everything based on public information. Use sources like IATA, ICAO, EU “ReFuelEU Aviation”, UK Department for Transport, US Inflation Reduction Act guidance, the Aerospace Technology Institute, and analyst reports (McKinsey, Deloitte).

1) Market scan and sizing (2–3 slides/pages)

- Summarise the main drivers for SAF and electric/hybrid: mandates, incentives, airline targets, OEM timelines. Quantify near-term (2025–2030) opportunities for Rolls-Royce in two buckets: SAF enablement (e.g. 100% SAF approval work, monitoring, service add-ons) and electric/hybrid powertrains (regional/eVTOL). Show your numbers and assumptions with links.

2) Region screen (2–3 slides/pages)

- Build a simple scorecard to rank 6–8 regions/countries for first moves. Suggested criteria: policy strength and timing (e.g. EU blend targets from 2025), incentives (e.g. US SAF tax credits), airport readiness, SAF feedstock or power mix, airline climate plans, and ease of doing business. Recommend a top three and explain why, with data.

3) Competitors and partners map (2–3 slides/pages)

- For SAF: note key producers and projects (e.g. Neste, World Energy, BP, Shell), airports running SAF today, and airlines with offtake deals. For electric/hybrid: aircraft developers and suppliers (e.g. Heart Aerospace, Eviation, Embraer Energia, Safran Electrical & Power, magniX). Identify 6–10 specific potential partners and the shape of a deal we could propose (pilot route, offtake, JV, service bundle).

4) Entry plays and risks (3–4 slides/pages)

- Propose 2–3 concrete plays for 2025–2030. For each: target customers, how we make money, what we must prove, first pilot example, and key risks (certification timelines, SAF cost and supply, battery energy density, reputational risk) with practical ways to lower them (phased pilots, longterm contracts, guarantees).

A strong submission is structured, uses at least 3 solid sources, and shows clear tradeoffs. Put it in a 10–12 slide deck or a 4–6 page report with links.

Thanks for taking this on. It’s the kind of thinking we use to shape real decisions.

