70. Ukraine

In 2022, as Russia launched its invasion of Ukraine with a cyberattack on Viasat's routers, crippling the Ukrainian military's communication, Ukraine urgently requested assistance from Elon Musk. Responding, Musk dispatched 500 Starlink terminals within days, a move that significantly restored Ukrainian military communication capabilities. SpaceX, under Musk's direction, quickly adapted Starlink to counter Russian jamming efforts, demonstrating unprecedented agility and effectiveness under the extreme circumstances of warfare. Despite the logistical and technical challenges, including providing power solutions for the terminals, the initiative saw rapid expansion to 15,000 terminals by July, playing a pivotal role in sustaining Ukraine's defense and administrative connectivity.

Musk's engagement with the conflict wasn't limited to logistical support; he was directly involved in strategic decisions, notably when he decided to restrict Starlink's operational capability to prevent its use in a Ukrainian offensive against the Russian fleet in Crimea. This decision highlighted the complex role private entities like SpaceX play in contemporary warfare, navigating the fine line between humanitarian support and direct military engagement.

The narrative also touches on the financial aspects of SpaceX's involvement in Ukraine. Despite significant personal and corporate expense, Musk initially shouldered the costs, contributing around \$80 million and even rejecting Pentagon funding after a public backlash, opting to continue free support for Ukraine. This decision sparked internal disagreement, with key executives at SpaceX questioning the prudence of bearing such a financial burden without compensation, especially as the company was not yet profitable.

Musk's actions reflect the dual nature of his involvement in the Ukraine conflict: on one hand, showcasing altruistic support for a nation under invasion, and on the other, grappling with the geopolitical, ethical, and financial complexities of providing such support. His personal intervention to prevent the use of Starlink in offensive military actions underscores the unprecedented nature of private companies influencing the course of an international conflict. This episode also highlighted the broader implications of Musk's ventures on global politics, with his peace proposals for Ukraine stirring controversy and debate.