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Abstract	<p>This paper is based on scientific work in the DLR proposition „Virtual Integration Platform (VIP) 3 – Small Supersonic Transport“. It intends to show the market potential of future Supersonic Business Jets (SSBJs) and to assess possible modes of operation under consideration of economic, technical and operational framework requirements. For this purpose, business aviation as a whole is analysed, including business jet manufacturers, the current product range and modes of operation. Physical and technical characteristics of supersonic flight and the supersonic overland flight ban are discussed in brief. Furthermore, known SSBJ designs are presented. The main work concerns market analysis for private flight in general and for SSBJs in particular. Calculations of operational expenses of business aircraft are introduced beside statistics on traffic volume and results of a survey among business aviation decision makers. Subsequently, a synthetical estimation is given regarding the market potential of particular modes of operation for SSBJs. At last, basic requirements are deduced for the SSBJ to be designed in the context of VIP-3.</p>