



Strategic Space Development

Business Development: Secrets to Success

Predictions on the Obama Administration and its impact on the Space Market

Jim Cantrell
President, SSD



On the morning after the election, calls started coming in as early as 0700. The first question on everyone's mind – "How will the new Obama administration affect the space market?" Since I am in the business of predicting the markets and we are indeed in a government-run market, I spent some time with several of Obama's space experts. I never spent time with McCain's specialists on the issue because Well I could never find them. As it turned out, Obama had a very well thought out policy and his people worked the issues well ahead of the election.

Despite my headache from not being able to sleep enough on the night of the election, I could not shake the notion that any administration would remain captive to the realities of geo-politics and our sinking economy, thus having roughly the same agenda and constraints.

Therefore, I believe that there will be several unchangeable factors that will either constrain or compel the Obama administration in its space policy and funding. They are listed below:

1. Our enemies remain, regardless of who is in the White House.
2. Our enemies still mean us harm and will have to be monitored.
3. We will have to defend our assets in space against our enemies.
4. Missile defense is too far developed (operational) and the ABM treaty is gone, so an effort to kill it would be seen as a political ploy that would reduce our national security.
5. Global warming will remain as a political debate and regardless of which side of the aisle you stand on, we can all agree that nobody can predict the weather.
6. Nobody will want to continue the theme of the last regime and will seek to put their own unique imprint on space exploration.
7. The shuttle loses pieces every time it launches and we will have a gap between its operational lifetime and the next generation of manned launches.

In the end, I think that these are the things that will matter most in shaping the upcoming administrations policies and funding priorities. Combine these with a weakening economy and an administration that philosophically agrees with federal aid to restart the economy, what better place than NASA to inject money into the economy?

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Predictions on the Obama Administration cont.

Based on my analysis of the situation, the Obama space policy, and the unchangeable facts just outlined, I believe we will see the following major effects on the space industry:

1. NASA overall will get a 20% + increase in funding.
2. Earth science and climate missions will get a significant boost in funding.
3. Space science will get an increase.
4. The next generation launchers, such as Ares V, will get increased priority and money.
5. The CLV Area 1 will not pass technical muster and the entire CEV will be resized to launch on the EELV or foreign launch vehicles.
6. The Obama administration will choose a destination other than the moon as the focus for NASA.
7. Space control will remain a priority funding in the DoD as the threat will not diminish.
8. Acquisition reform will be the name of the game in the DoD and we will find increased emphasis on smaller programs like ORS over the large and bloated procurements.
9. Large traditional programs like TSAT will be supplanted by more cooperation and use of commercial assets.
10. There will be an increased emphasis on the use of international partners in all areas as a way to project American diplomacy and good will around the world.

There are also some bones thrown into the commercial space sector including a promise to reform the ITAR regime. While I would love for that to happen, I do worry that the geo-political realities may put a real dent in that plan.

So contrary to a lot of people's sense of doom and gloom, I actually predict an increase in funding in non-military areas and some military areas being essentially untouched. But in case, there is opportunity in chaos and there will be a lot of chaos to come!

Capture Management: Getting Management On-Board

Pat Dougherty, VP Strategic Planning & DoD Space, SSD

A key component for a successful Capture Manager is getting senior management behind your capture efforts. This is essential because senior management can either make your capture management job much easier or far more difficult. If management understands your efforts, you will find that you are more likely to get the staff needed to accomplish the tasks necessary to win the pursuit. Both you and management need to understand how your opportunities rate when compared to other corporate pursuits, so that limited corporate funds can be allocated against the best opportunity to make money for the company. Additionally, management can provide corporate funds to support additional technical staff, technology demonstrations and IR&D funding for other relevant technology developments that support your pursuit.

Furthermore, your management needs to be well indoctrinated on your win strategy so that when they meet with the customer (as you coordinated with them in your Contact Plan) they will know how to promote your program. Just as you need to educate your customer about your approach, your management should also reinforce your efforts so that there is no question in the mind of the customer about what your approach is to the problem and why your company is the best choice to win.

Keep in mind that your managers are the ones who write your performance reviews, and determine your salary, raises and bonuses. Your management wants you to succeed because if you win, they win.

Summary:

Keep your management informed of the following topics so that they can provide you the support you need:

- ◆ Your staffing issues
- ◆ Status of your investments (demonstrations, IR&D)
- ◆ Your customer interactions and those you planned for them in your Contact Plan
- ◆ Competitive intelligence information that they can gather for you
- ◆ Status of your expenditures



2009 Calendar Open-enrollment Courses

Date	Course	Location/Venue
January 30	Project Management: A Return to Fundamentals	Denver, Colorado Renaissance Hotel
March 11	Introduction to Spacecraft Design	Chantilly, Virginia Westfields Marriott
February 24-27	BD: Secrets to Success/Competitive Intelligence: Practices and Techniques/The Successful Capture Manager	Tucson, Arizona JW Marriott Star Pass Resort
May 1	Strategic Planning for the Aerospace Professional	Tucson, Arizona JW Marriott Star Pass Resort
June 3-5	BD: Secrets to Success/Competitive Intelligence: Practices and Techniques	Key West, Florida Casa Marina Resort
September 16-18	BD: Secrets to Success/Competitive Intelligence: Practices and Techniques	Arlington, Virginia Key Bridge Marriott
October 22	Strategic Planning for the Aerospace Professional	Crystal City, Virginia Crystal City Marriott
December 1-4	BD: Secrets to Success/Competitive Intelligence: Practices and Techniques/The Successful Capture Manager	Los Angeles, California Renaissance Los Angeles Airport

To register for any open-enrollment course - go to bdcourses.com

On-site Courses

Set up the classroom right at your facility!

On-site course length can range from a condensed single day overview of business development practices and management techniques to a more extended three-day course covering all or part of the material offered in our open-enrollment courses.

Select from our catalog of trainings and tailor to fit your company's needs:

- ◆ *Business Development: Secrets to Success*
- ◆ *Competitive Intelligence: Practices and Techniques*
- ◆ *The Successful Capture Manager*
- ◆ *Project Management: A Return to Fundamentals*
- ◆ *Strategic Planning for the Aerospace Professional*
- ◆ *Intro to Spacecraft Design*

General Cost

We offer a tiered fee system based on the number of days and number of attendees. We have a minimum requirement of five students. All costs include labor and travel expenses required to conduct the courses on-site.

Sources

For full details on our courses, go to bdcourses.com. To request a quote, contact Rebecca Stowers at rebecca@stratspace.net or 1-888-327-3993 ext. 7

"I hope that my competitors don't take this course!"

Ted Cheng
CEO Vision Composites

"Jim is perhaps the best business development person that I have ever met."

Chris King, Director of Directed Energy Weapon Programs,
Raytheon Missile Systems



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A consulting firm specializing in aerospace and defense sectors, Strategic Space Development works with many high-tech and aerospace clients to grow revenues, identify and pursue new business opportunities, and make sound strategic decisions. Our efforts focus on working the client factors that increase the probability of winning new business. SSD's staff hails from DoD, Intelligence Community, and civil space backgrounds and has a breadth of business and engineering experience to work across the large domain of technical sales and strategy considerations. SSD also offers professional development courses in business development, competitive intelligence, strategy development, and engineering disciplines.

Here's what they are saying about our courses:

A must for anyone in BD. A huge help, certainly in terms of awareness for someone working in a near-BD environment (like me).
Bob Hall, Technical Director, Space Superiority, AGI

"A great lesson in the basics of Business Development. The experience that Jim brings to the class provides excellent real-life examples to accompany these lessons."

Sean Olding, L-3 Communications Cincinnati Electronics/Business Development Engineer

"Outstanding course with great exchange highlighting the real needs for Business Development"

David Cela, Raytheon, Sr. Manager

"Excellent insight into BD "things to avoid" and "ideas for success" - great for a BD newbie!"

Michael Marsicano, Raytheon

Project Management Course Denver, Colorado • January 30, 2008

This course, directed toward the seasoned as well as new Program Manager, provides an opportunity of renewal of Project Management Fundamentals. It reintroduces a few basic, actionable principles that are independent of tools and processes. These principles should be embedded in every company's PM culture. This one-day class guarantees to get your start-up or struggling project on the right track.

Learn to:

- ◆ Organize/drive highly complex activities
- ◆ Apply of a set of principles to Proj. Mgmt
- ◆ Use the fundamentals: understand expectations, create baselines, develop plans, control, manage risk, and provide leadership.
- ◆ Appreciate Situation Awareness and understand that information, events, concerns, circumstances, and your own

actions will impact your goals and objectives.

- ◆ Embed these fundamentals into your PM culture.

Tim Kelly, a project management consultant, provides service and training in successful management and completion of projects. As a Project Manager, he led development and operations of complex space systems including NASA contracts for HST/NICMOS, Spitzer, JWST, Kepler (which was in excess of \$250M). He led the difficult transition of a high tech lab into a true operational center. Kelly has multi-level experience including: Thermal Analyst, Senior System Engineer, Senior Program Manager, Functional Manager, Product Center Lead, and the Director of Program Managers for Payloads, Spacecraft, and Missions. His inspiration for "Returning to Fundamentals" originated with his work at an aerospace com-

pany and was later refined as he assisted Venture Capitalists with both startup projects and struggling projects.

Rates

*\$1600/\$1800

*Early-bird rates end Dec. 30

To register or for more details, visit bdcourses.com

Contact:

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