



# **Strategic Space Development, Inc.**

Company Overview

March 2008



[www.strategicspace.net](http://www.strategicspace.net)

# Who Are We ?

- SSD is an aerospace consulting firm specializing in business development and capture management
- Our focus is on developing and executing growth strategies
  - Spanning the entire business development process
    - *Opportunity identification to capture*
  - Active engagement with client - *Not just advice*
  - Results driven culture
- A staff of over 30 experienced individuals
  - Background in DoD, Intel, NASA and commercial business development
  - Most have DoD Top Secret clearances
- Wide client base yields access across a broad range of industry activities to leverage large variety of information
- Recognized leader in business development topics and widely quoted in trade press on new business topics
- SSD has experienced rapid growth by providing clients a high return on their investment in business development

# We Support the Entire Process

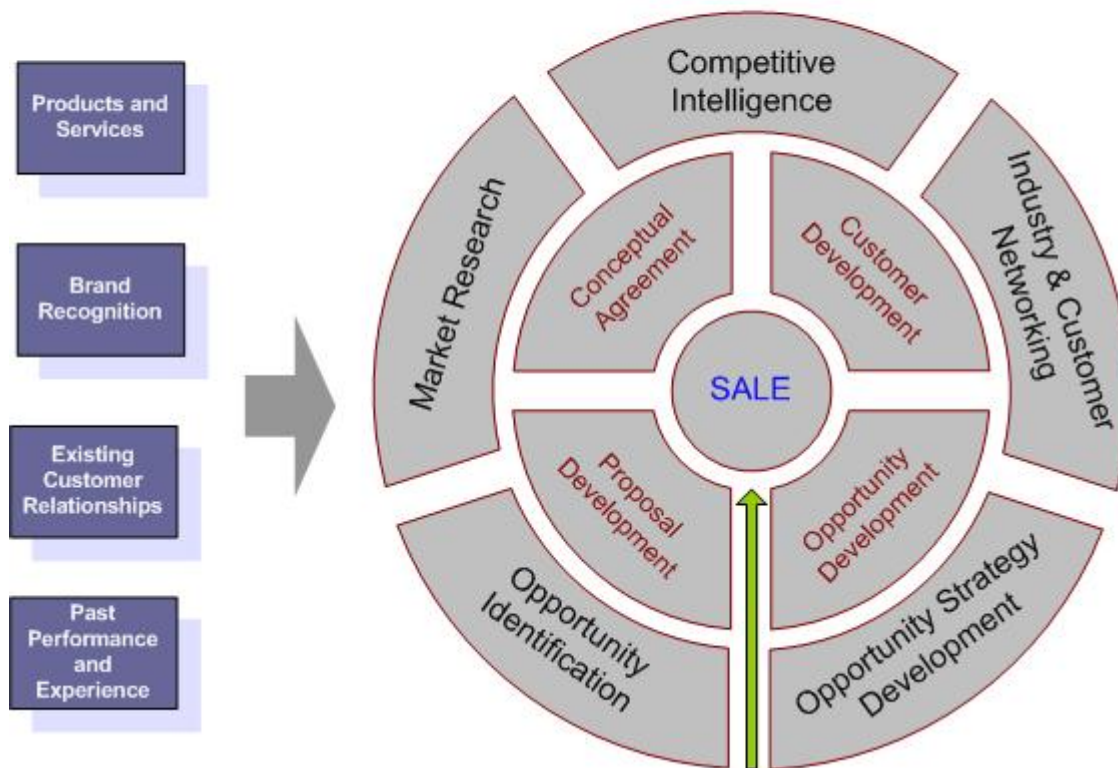
- Corporate Strategic Planning
- Opportunity Identification
- Competitive Intelligence & Assessment
- Customer Interface & Marketing Presentations
- Source Selection Support
- Early Program Planning & System Engineering
- Win Strategy Development
- Proposal Development Support
  - Planning & Cost Estimating
  - Proposal Management
  - Costing
  - Pink/Red Review Teams
  - Proposal Editing & Publication

***We assist you from Opportunity Identification to Contract award!***

# Intrinsic Business Value Into \$

BUSINESS  
INTRINSIC  
VALUE

BUSINESS DEVELOPMENT  
PROCESS



Our services are designed to convert your business intrinsic value into new sales

# Business Model

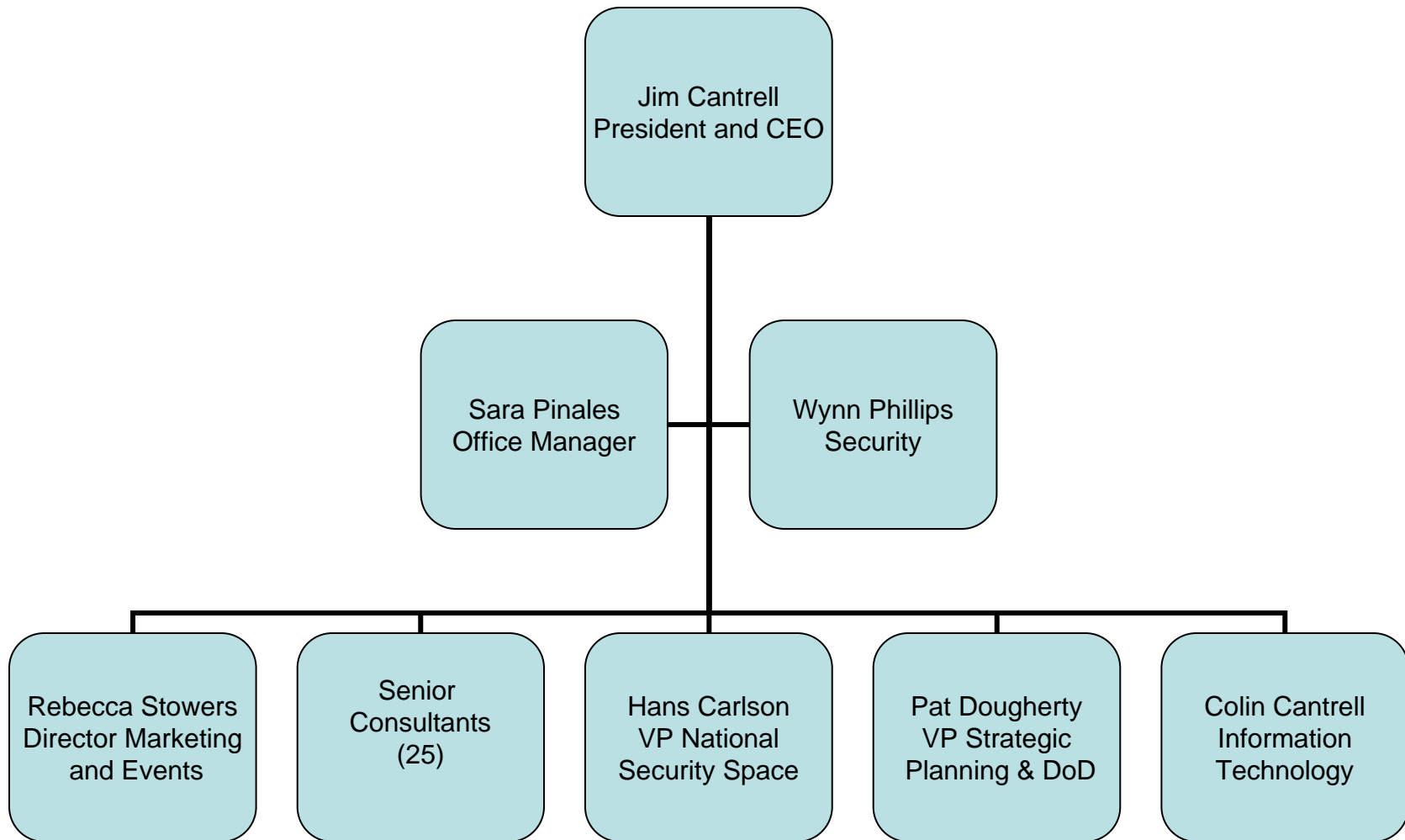
- Strategic Space is dedicated to providing its clients:
  - High value services & responsiveness
  - Early and accurate competitive intelligence
  - Rapid response and execution
  - Sound and timely strategic advice
- We provide client value through:
  - Individualized service
  - Sensible and affordable fee structures
  - Use of strategic business partners
  - Maintaining a wide client base and network of contacts
- Results oriented service will:
  - Maximize your internal B&P investments
  - Increase volume of leads
  - Increase win rates on business opportunities

***Small companies can have the BD leverage of a large corporation at a fraction of the cost!***

# Value Based Fee Structure

- Most SSD clients use monthly fixed price retainer
  - Provides higher client value than hourly rates
  - Caps your investment - there is never a "meter running"
  - Avoids "investment decisions" every time you need support
  - You can feel comfortable requesting additional tasks - w/o increased cost
  - A quality approach is assured, since the fee is set and paid
  - We can employ additional help as needed at no additional cost
  - This is the most uncomplicated way to work together
- Hourly support for small tasks at 35% discounted rate
- Fixed price tasks for large efforts
  - Proposal development and support
  - Strategic planning
  - Travel

# Employees and Staff



# SSD's Highly Experienced Staff

Staff	Jim Cantrell	Hans Carlson	Pat Dougherty	Terry Shilling	Scott Schick	Bill Koldewyn	Dan Moorer	Paul Hergert	Tony Comberiete	Eileen Dukes	Dan Talbert	Maria Young	Lee Thienel	Zubin Emsley	Eileen Dukes	Jennifer Herron	William Smith	Guy Robinson	C3 Summit
<b>SSD Capabilities</b>																			
Market Analysis	X	X												X		X	X		
Strategic Planning	X	X	X	X					X		X			X		X	X		X
Business Development Training	X																X		
Customer Interface	X	X	X	X	x	X			X					X		X	X		
Opportunity Identification	X	X	X	X								X		X			X		
Identification of Key Stakeholders	X	X	X	X			X		X					X			X		
Identification of Funding Availability	X	X		X					X					X			X		
"Should-Cost" generation								X	X										X
Competitive Assessment/Black Hat	X	X	X	X	x	X	X		X		X			X		X	X		
Win Strategy Development	X	X	X	X		X	X		X		X			X			X		
Capture Managers	X	X	X	X		X	X				X			X		X	X		
Price-to-Win Analysis								X						x					X
Pre-proposal planning			X		x		X					X		X					X
Proposal Management			X				X				X	X		X					X
Proposal Authors	X	X	X				X						X	X					X
Proposal Editors							X				X	X							X
Proposal Pink/Red Teams	X	X	X	X	x	X	X		X		X			X	X		X		X
Proposal Publication/Book Check			X				X					X							X
Program Management Support	X	X	X	X	x	X	X		X		X	X	X	X			X		
Source Selection Support	X	X	X	X	x	X	X			X	X			X	X		X		
Technical Consulting					x	X			X	X			X	X	X	X		X	
System Engineering					x	X			X	X			X		X	X		X	X
EO Sensor Engineering					x	X							X						
Spacecraft Systems Engineering									X	X			X	X	X	X		X	



# Customer Base

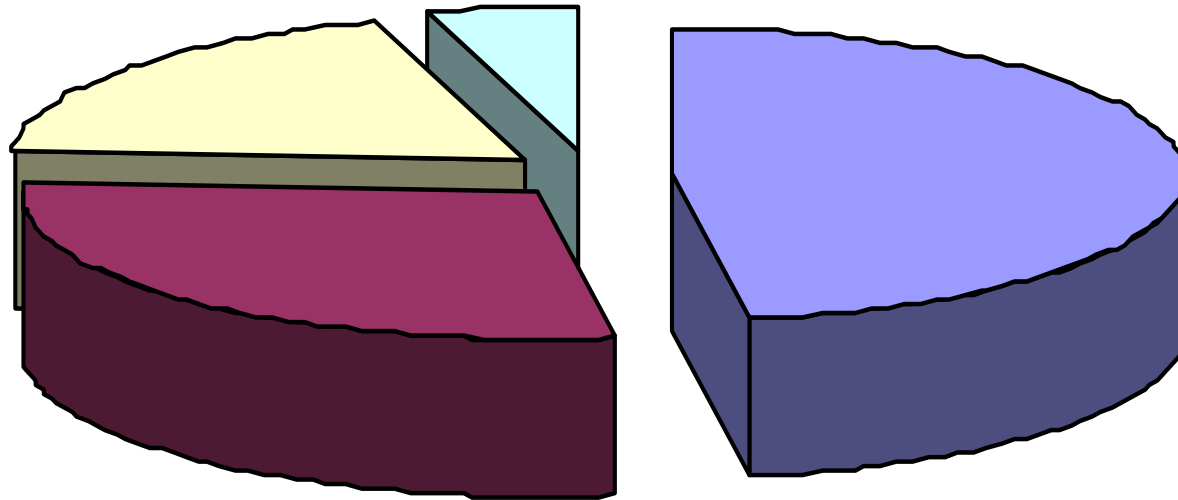
- Our clients are aerospace and high technology companies
- We work with both small and large corporations
- Relationships are predominantly long term



# Partial Client List

- Broad Reach Engineering
- Alliance Spacesystems Inc.
- Analytical Graphics Inc.
- Space Dynamics Laboratory
- Johns Hopkins University, APL
- L3/SSG Tinsley
- L3 Communications
- Texas A&M STC
- Millennium Space Systems
- Raytheon Missile Systems
- SAIC
- Loral
- The Planetary Society
- Futron Corporation
- AeroAstro
- Applied Defense
- General Dynamics
- Lockheed Martin
- Orbital Sciences Corp
- Northrop Grumman
- Paragon Space Development

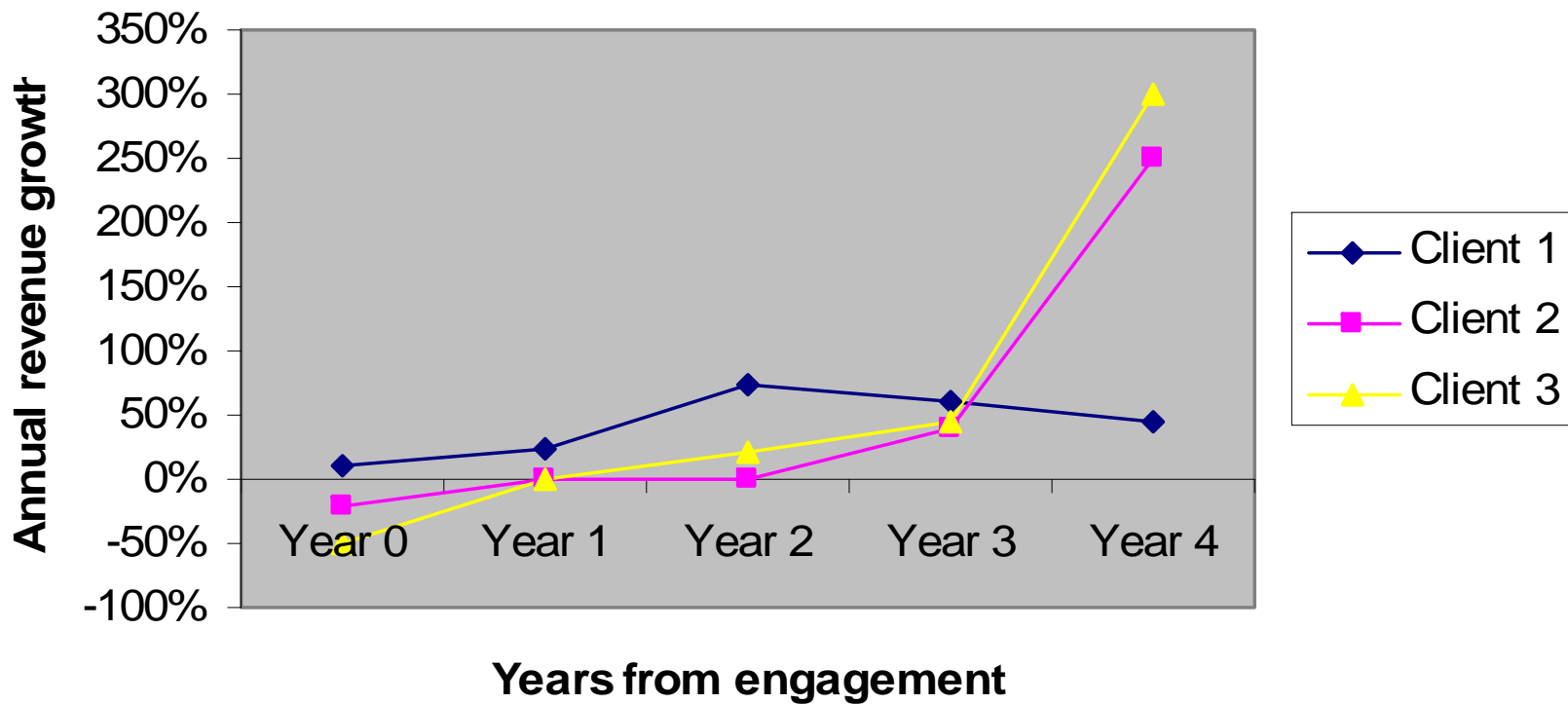
# Current Clients



- Small Corporations
- Medium and Large Corporations
- University Research Institutes
- Non-profit organizations

Avg. 45% per year client growth over long term

### SSD Example Client Growth



# Typical Retainer Engagement

- Initial phase of effort
  - Analyze current client situation
    - Focus on state of revenue pipeline
    - Assess strategic direction & relevant market conditions
  - Develop initial list of business opportunity targets
  - Initial site visit to client for strategy session
  - Development of sales funnel
- Second phase effort
  - Competitive and market intelligence
  - Opportunity identification specific to client
  - Contacts and introductions made
  - Continuing information and advice to help client close on opportunity

## Other ways to engage SSD

- “Super retainer”
  - Covers all BD related activities
- Simple hourly rate
  - Engage us only on an “as needed basis”
- Fixed price tasks
  - Market analyses
  - Strategic planning
  - Competitive intelligence
  - Business development training
  - Proposal development
  - Proposal management
  - Proposal and program review teams

# Services Offered

- Capture Strategy Development
- Capture Strategy Execution
- Competitive Intelligence
- Competitive Assessment
- Opportunity and Leads Development
- Direct Sales and Marketing
- Proposal Development and Staffing
- Proposal Review Chair and Leadership
- Proposal Review Staffing
- Market Analysis
- Merger and Acquisition Support
- Program Management Support
- Professional Development Courses
- Small and Large BD Tasks
- Spacecraft Systems Engineering
- Strategic Planning
- New Product Planning Support
- Customer Interface
- Source Selection Support
- Technical Consulting

# Summary

- Strategic Space Development tailors services to meet your needs and to increase your business revenue
- SSD is led by dynamic, well known individuals with broad DoD, Intel Community, NASA, Commercial and International experience
- You have full access to our network of professionals and services
- Our sensible fee structure provides you the highest value
- We promise high responsiveness and honest, ethical treatment
- Contact us:

## **Jim Cantrell**

888.327.3993 ext 1 (office)

435.757.9940 (cell)

email: [jim@strategicspace.net](mailto:jim@strategicspace.net)

## **Hans Carlson**

888.327.3993 ext 2 (office)

540.522.6567 (cell)

email: [hans@strategicspace.net](mailto:hans@strategicspace.net)

## **Pat Dougherty**

888.327.3993 ext 3 (office)

720.266.7052 (cell)

email: [pat@strategicspace.net](mailto:pat@strategicspace.net)