ESMD Commercial Development Policy
“Fostering Space Business”

Presenter: Ken Davidian
Title: Lead, ESMD Commercial Development Policy
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Commercial Development is NASA-Wide

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Presented at the 3rd AIAA Space Exploration Conference
Presentation Overview

• Understanding The Changing Landscape
• Adopting A New Approach
• Implementing the Policy
• But First, A Story…
To date, Virgin Galactic has 200 customers and $30 million in secured deposits.

The Story of Old McNASA
Basic Definitions

• Commercialization
• Commercial Development

• “New Farmers”
  – High Financial Risk Level: Private, Personal
  – High Technological Achievement Level
  – High Reliance On Non-Gov’t Customers
  – High Sensitivity to Launch Costs

• “Commercial Space Capabilities”
Competitive Market Benefits

- **Vision: GES “Economic Expansion” Goal**
  - Meeting National, Agency goals
  - Increasing our economic sphere
  - Higher performance & efficiency, lower cost

- **Objective**
  - Private industry meeting NASA goals
  - Utilize fixed-price contracts (ultimately)

- **Goals**
  - Development of commercial space industries
  - “Buy commercial” v. “Government provided”
  - Commercial inclusion in architecture design
Commercial Development Highlights

• Target 3 Barriers: Investment, Supply, Demand
• Use Open and Fair Competitive Practices
• Minimize Claim to Intellectual Property
• Follow Lead of Private Sector
• “Skin In The Game”
• Be A Reliable Customer
• Use Creative Programmatic Structures
• Be Supportive of “New Farmer” Community
Scope of Ideas, Range of Options

• Scope of Commercial Development Initiatives
  – NASA Exploration Architecture Parts
  – Non-NASA Exploration Architecture Parts
  – Other Capabilities That Support NASA
  – Exclusions

• Qualification Questions
  – Is this feasible in the near-term?
  – Does this meet a NASA need?
  – Is this worthwhile to NASA?
  – Do non-NASA customers exist?
Summary

• Why? A Changing Landscape
  – Meeting National, NASA Interests
  – Competitive Market Efficiency

• What? A New Approach
  – Markets Serving NASA’s Needs

• How? Implementation Plan
  – Broad Scope of Ideas
  – Wide Range of Options
4 Presentations – 4 Perspectives

• ECDP Example - Mr. Alan Lindenmoyer
  – NASA JSC, C3PO Manager

• FAA-AST Perspective - Dr. George Nield
  – FAA AST, Acting Associate Administrator

• “Hired Hands” Perspective - Dr. Paul Eckert
  – Boeing IDS-SE, Int’l & Commercial Strategist

• Investors’ Perspective - Dr. Burton Lee
  – Space Angels Network, Managing Director