



3RD SPACE EXPLORATION CONFERENCE & EXHIBIT

Meeting Customers' Needs Government and Industry Options

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Industry dialog: How can we encourage commerce & investment?

www.spaceinvestmentsummit.com

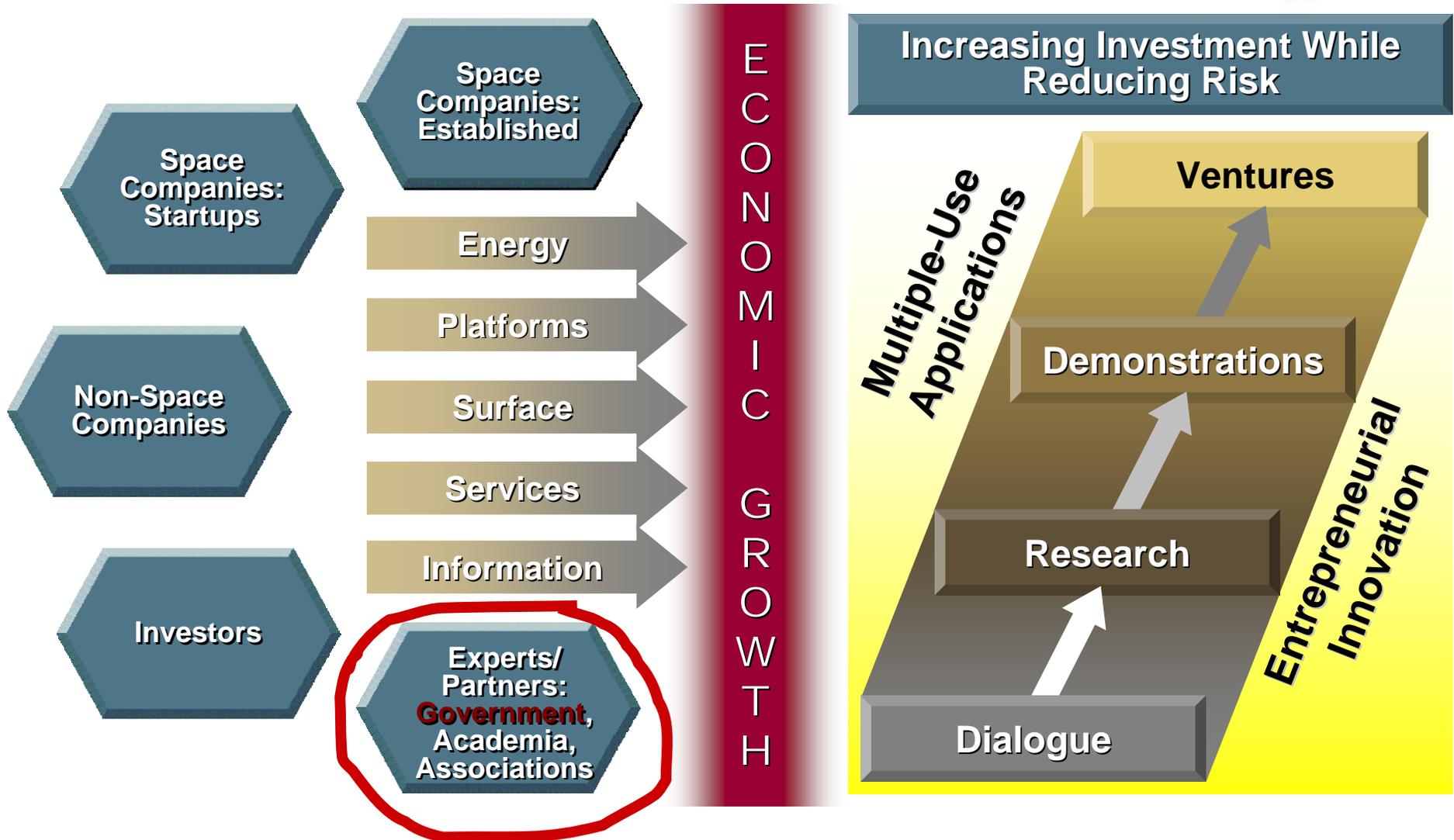


- **Roundtable 1** Dallas, Texas – June 2005
 - *Broad survey of lunar-related opportunities*
- **Roundtable 2** Houston, Texas – Oct. 2005
 - *Focus on lunar-related solar power, propellant, media, robotics*
- **Roundtable 3** Las Vegas, NV – July 2006
 - *Shift focus to entire Earth-Moon economic system*
- **Space Investment Summit 1** New York City – Financial District – 16 & 17 April 2007
 - *Co-Hosts: Space Commerce Roundtable, Space Frontier Foundation*
 - *Supporting Organization: National Space Society*
- **Space Investment Summit 2** Dallas TX - 24 May 2007
<http://isdc.nss.org/2007/finance.html>
 - *Host: National Space Society, under direction of Dr. Burton Lee, Innovarium Ventures, Produced as the “Space Venture Finance Symposium”*
 - *Supporting Organizations: Space Commerce Roundtable, Space Frontier Foundation, etc.*
- **Space Investment Summit 3** San Jose CA 5-7 December 2007
 - *Host: Space Investment Summit Coalition – 13 Sponsors, 11 Supporting Orgns.*

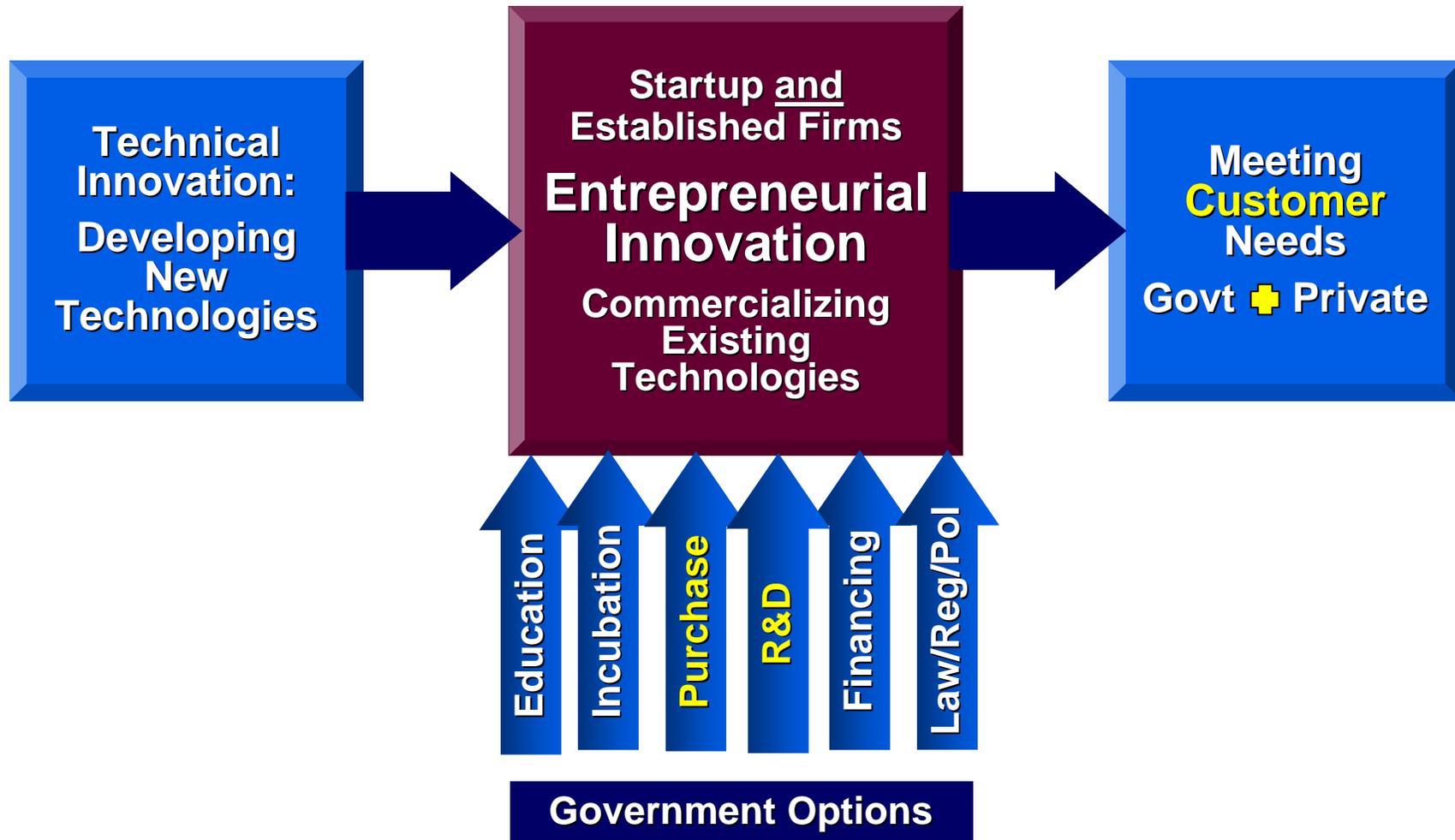


**Some personal insights, drawn from
roundtable and summit dialogue . . .**

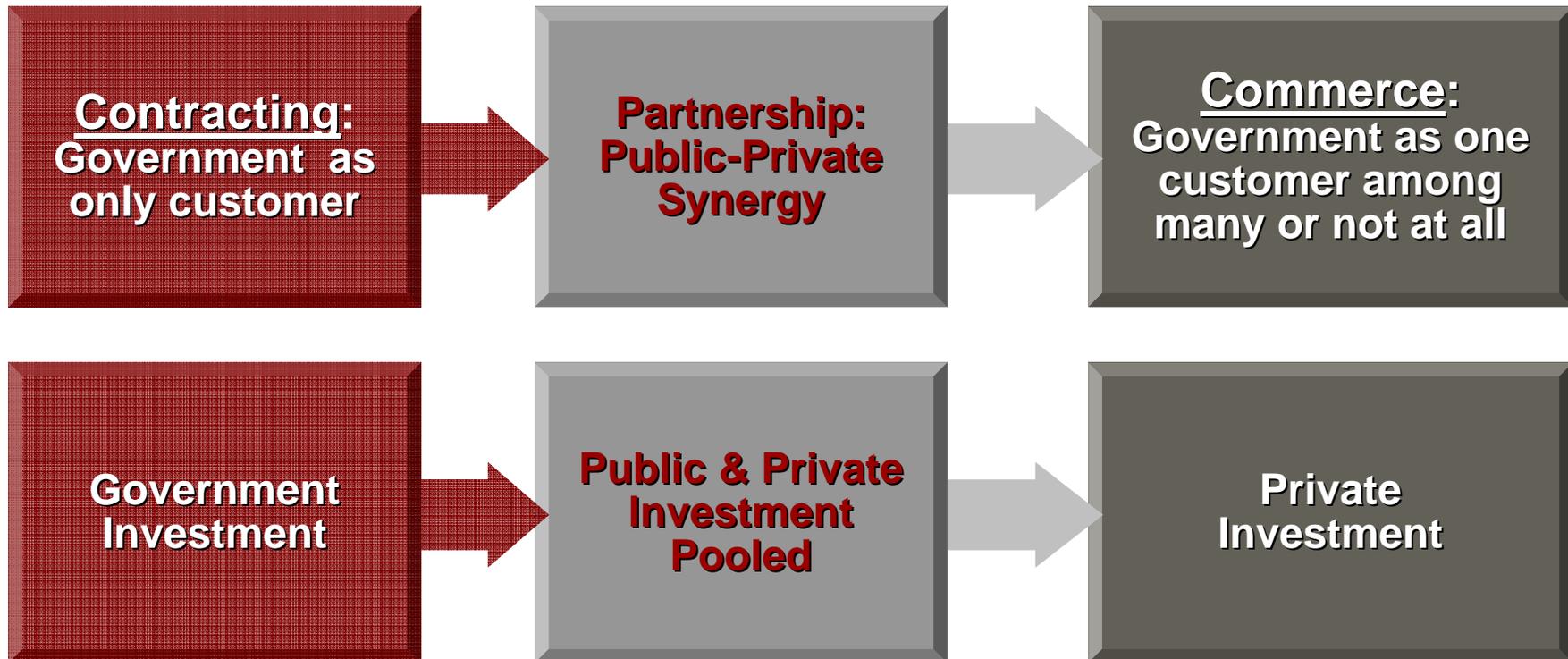
Insight 1: Promoting commerce is a *multidimensional* challenge.



Insight 2: We need *entrepreneurial* innovation to meet *customer* needs.



Insight 3: Public-private partnerships should when possible be transitional.



Real commerce, including non-government customers, is the key to economic **growth**

Insight 4: Public-private partnerships should be equitable.



- **Neither participant can shift disproportionate risk to the other; risk must be *equitably* shared to achieve success.**
- **Government role is primarily to meet its *own* need for lower cost, greater availability, etc.**
- **Industry role as co-financer and risk sharer is primarily to meet its *own* need for an assured initial market, etc.**
- **Both parties must be *reliable* in keeping commitments.**

My interpretation . . .



**Dialog insights *predict*
positive industry reaction
to the ESMD policy and plan.**

The U.S. Chamber of Commerce, Space Enterprise Council, is a key industry voice.



Not surprisingly, feedback on the ESMD policy/plan was positive.



- **The policy and implementation plan were circulated twice to the SEC in early 2008.**
- **Feedback - The policy and implementation plan are positive developments, IF applied:**
 - ***comprehensively, to evaluation of all ESMD projects***
 - ***consistently over time, allowing for industry planning***
 - ***flexibly, in choosing the proper mechanisms***
 - ***fairly, to all types of companies--large and small***

In closing . . .



- **Industry Roundtable and Summit dialog: Some personal insights on encouraging commerce and investment**
 - **Promoting commerce is a *multidimensional* challenge.**
 - **We need *entrepreneurial* innovation to meet *customer* needs.**
 - **Public-private partnerships should be *transitional*.**
 - **Public-private partnerships should be *equitable*.**
- **Insights *predict* positive reaction to ESMD policy/plan.**
- **USCC, Space Enterprise Council, Emerging Markets Working Gp: Actual feedback on ESMD policy and plan**
 - **Positive IF applied: *comprehensively, consistently, flexibly, fairly***