Meeting Customers’ Needs
Government and Industry Options

Paul Eckert, Ph.D.
International & Commercial Strategist
The Boeing Company – IDS – Space Exploration
27 February 2008
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
  - 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
Some personal insights, drawn from roundtable and summit dialogue . . .
Insight 1: Promoting commerce is a multidimensional challenge.

- Space Companies: Established
- Non-Space Companies
- Investors
- Experts/Partners: Government, Academia, Associations
- Energy
- Platforms
- Surface
- Services
- Information

Increasing Investment While Reducing Risk
- Ventures
- Demonstrations
- Research
- Dialogue

Entrepreneurial Innovation
- Multiple-Use Applications

ECONOMIC GROWTH
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.

New SEC Emerging Markets Working Group

- Law, Regulation & Policy
- Government Information & Collaboration
- Government Funding Advocacy
- Acquisition & Trade
- Investment & Innovation
- National & Homeland Security
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