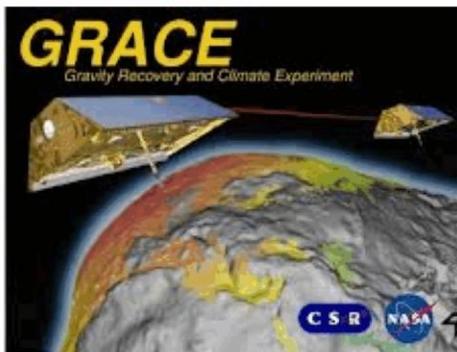




Launch Services Program 2013 Path to the Future

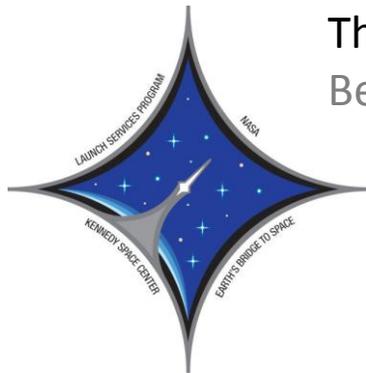


The above depicts some of LSP 2012 Accomplishments

LAUNCH SERVICES PROGRAM

Vision, Mission, and Goals

The Launch Services Program (LSP) was established at Kennedy Space Center for NASA's acquisition and program management of Expendable Launch Vehicle (ELV) missions. A skillful NASA/contractor team is in place to meet the mission of the Launch Services Program, which exists to provide leadership, expertise and cost-effective services in the commercial arena to satisfy Agency wide space transportation requirements and maximize the opportunity for mission success. The principal objectives are to provide safe, reliable, cost-effective and on-schedule processing, mission analysis, and spacecraft integration and launch services for NASA and NASA-sponsored payloads needing a mission on ELVs.



The LSP Vision

Be the recognized leader in launch services

The LSP Mission

Leadership and expertise in providing on-orbit, on-time, on-cost launch services

The LSP Goals:

Goal 1: Maximize Mission Success

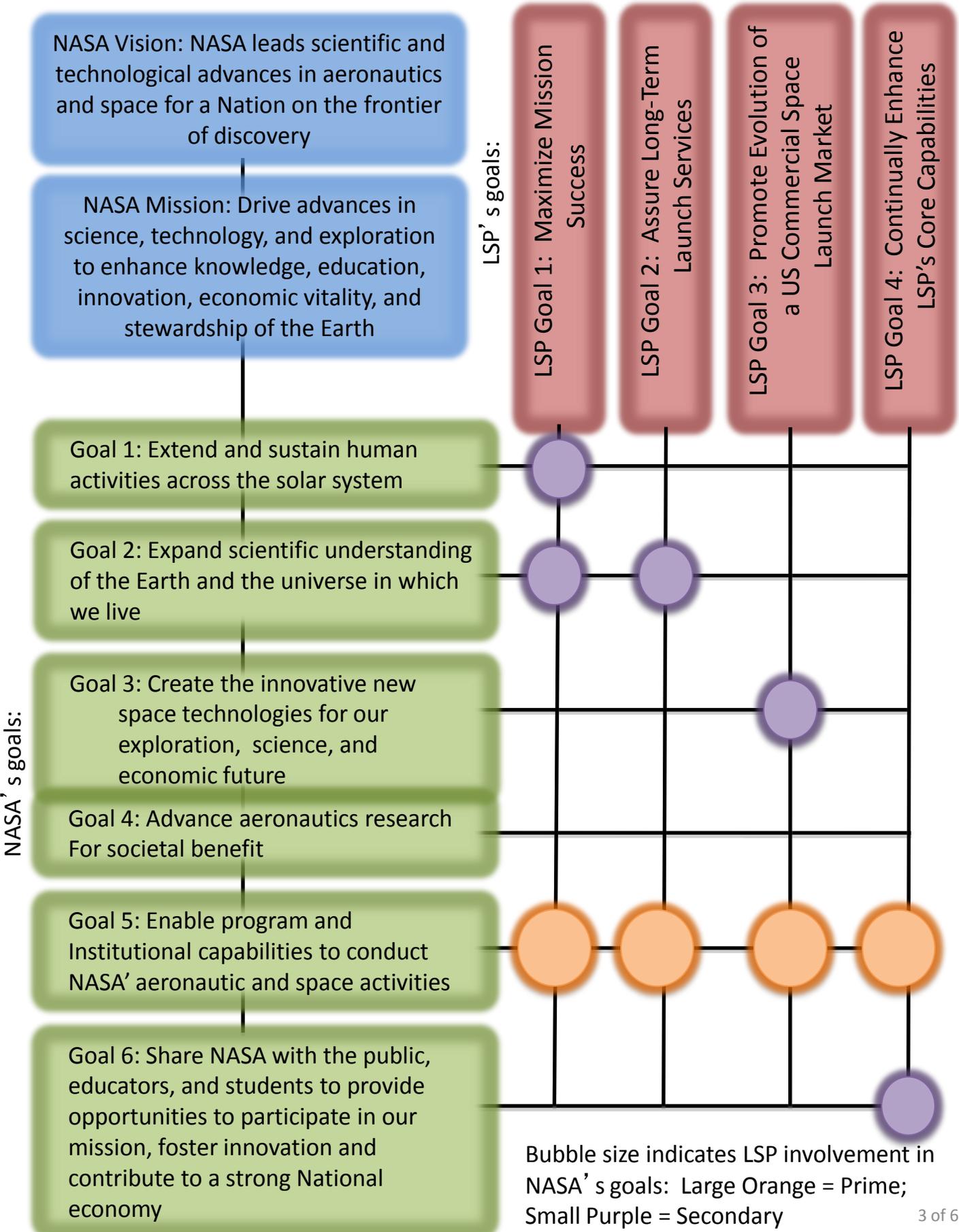
Goal 2: Assure Long-Term Launch Services

Goal 3: Promote Evolution of a US Commercial Space Launch Market

Goal 4: Continually Enhance LSP's Core Capabilities

“We make the hard rocket business easier”

LSP's alignment with NASA's goals:



LAUNCH SERVICES PROGRAM

2013 Program Goals Defined

The Launch Services Program has 4 main goals that it strives to achieve each year. These goals are in alignment with the NASA Agency Strategic Plan and focus on creating reliable, predictable, affordable access to space. To accomplish these goals, LSP has identified several initiatives and feasibility studies.



Goal 1: Maximize Mission Success

Maximize mission success and achieve mission excellence for all missions.

Goal 2: Assure Long-Term Launch Services

Assure services by providing end-to-end and advisory service expertise for NASA Science, Exploration, U.S Government, and Government sponsored missions.

Goal 3: Promote Evolution of a US Commercial Space Launch Market

Promote the evolution of a U.S. Commercial Space Launch Market through continued relationship development with customers and stakeholders as well as the continual enhancement of policy, contracts, and launch service products and services



Goal 4: Continually Enhance LSP's Core Capabilities

Enhance the Launch Services Program Core Capabilities by monitoring the Programs Performance Assessment Tools and Measures, Relationships with Customer and Stakeholders, Workforce, LSP Policy and Contracts, and Products and Services.

Assuring reliable and cost-effective access to space for payload missions also is critical to achieving our goals. Through our Launch Services Program (LSP), we are responsible for understanding the full range of civil space launch needs and working closely with other Government agencies and the launch industry to ensure that the safest, most reliable, on-time, and cost-effective commercial launch opportunities are available over a wide range of launch systems.

LAUNCH SERVICES PROGRAM

2013 Strategic Initiatives

LSP's Strategic Goals:	2013 Strategic Initiatives
Goal 1: Maximize Mission Success	Achieve mission success/excellence for all missions
	Evaluate the Depth & Breadth of LSP Business Model for Different Customers & Launch Service Providers
Goal 2: Assure Long-Term Launch Services	Determine how we can best help the Agency and Commercial Crew
	Explore different contracting mechanisms to expand customer base and demonstrate flexibility
Goal 3: Promote Evolution of a U.S. Commercial Space Launch Market	Develop LSP's (small class) launch services strategy
	Develop standard Launch Services healthiness assessment Tie studies, investments, budget to healthiness assessment
	Determine the best way to implement PPOD/Ridesharing/Dual Manifest opportunities
Goal 4: Continually Enhance LSP's Core Capabilities	Develop an advanced concepts capability (3 rd stage)
	Define LSP "Shops within a store" and what customer experience means
	Explore options for LSP & launch vehicle budgets
	Assess current approach to succession planning and determine if additional emphasis is needed
	Establish a LSP/GSFC/JPL personnel exchange to understand different approaches

The graphic features the text "EARTH'S BRIDGE TO SPACE" in a serif font. "EARTH'S BRIDGE TO" is stacked vertically on the left. "SPACE" is written in large letters to the right. A stylized Earth is positioned behind the letter "A" in "SPACE", with a bright sunburst effect at its center. A glowing orange arc, representing a bridge or orbit, curves from the top left towards the Earth. A vertical orange glow is visible on the left side of the image.

EARTH'S
BRIDGE
TO
SPACE

National Aeronautics and Space
Administration

Launch Services Program
2013 Path to the Future