

National Aeronautics and Space Administration



MARKETING TO NASA: STRATEGIES FOR SMALL BUSINESS SUCCESS

DATE: May 21, 2025



TIME: 1:00 p.m.–2:30 p.m. ET

Register today at: https://bit.ly/4fDfc0Z

OFFICE OF **SMALL BUSINESS** PROGRAMS ... Above and Beyond Goals

www.nasa.gov

Housekeeping: Navigating Microsoft Teams

- Mute/Unmute: All attendees will remain on mute for the duration of the webinar.
- **Camera:** Attendee video feed is turned off for the duration of the webinar.
- Chat or Q&A: Use the chat or Q&A to ask questions or share comments.
- Technical Support: Contact (202) 358-2088 or smallbusiness@nasa.gov for assistance.





Housekeeping: How to Engage During the Webinar

Chat Etiquette:

- Stay professional and relevant.
- Use respectful language.
- Recording Notice: This session is being recorded for later access.





Housekeeping: How to Participate in Attendee Poll

How did you learn about this webinar?

Is this the first webinar hosted by the NASA Office of Small Business Programs that you have attended?

Which of the following classifications applies to your institution/organization/company?

Select the industry(ies) below that applies to your company. Multiple industries may be selected if applicable.

Have you done business with NASA? (More than one answer can be applicable)

What are some of the barriers to entry when doing business with NASA?

Step #1: Access the

Conference.io platform.



• Scan QR Code or Click Link in Chat.

Step #2: Answer Poll questions.

Step #3: Click submit!





Mr. Charles T. Williams Program Manager





Featured Speakers

MARKETING TO NASA: STRATEGIES FOR SMALL BUSINESS SUCCESS



Founder and CEO Founder and CEO ULTRASONIC TECHNOLOGY SOLUTIONS, LLC Small Business Prime Armstrong Flight Research Center



Mr. Richard Williams CEO MEDIA FUSION, LLC Small Business Prime Contractor, Marshall Space Flight Center



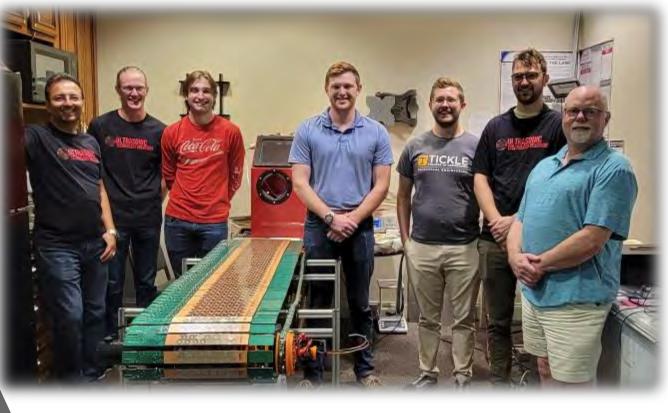
CEO CEO JOHNSON VENTURE MANAGEMENT SOLUTIONS, INC. Small Business Subcontractor Ames Research Center Vice President and Director of Sales & Marketing SPIKA DESIGN & MANUFACTURING, INC. Small Business Subcontractor

Kennedy Space Center

Ultrasonic Technology Solutions

Ayyoub Momen, Ph.D. Founder and CEO Ultrasonic Technology Solutions, LLC

10820 Murdock Dr, Ste 104 & Ste 105, Knoxville, TN Email: <u>ayyoubmomen@ultratechsol.com</u> Website: www.ultratechsol.com

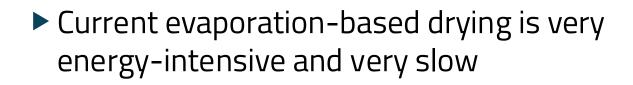


Marketing to NASA: Strategies for Small Business Success



Problem

~ 15% of energy use in the U.S. is associated with drying energy¹



- The drying process is the production line bottleneck!
- Traditional drying methods are costly and lead to substantial energy bills









1. Arun S. Mujumdar, Handbook of Industrial Drying, ISBN-10: 0824776062

Our Technology Solution:

Shaking wet material using piezoelectric transducers (*aka*. ultrasonic transducers)

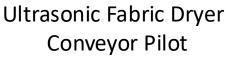
➤Water is mechanically removed as cold mist

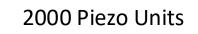
Shaking to Dry:

- ≻Our technology dries 2-5X faster.
- ≻Our technology needs less than a third of the energy.
- ≻Payback period18-24 months.
- ➢Our technology uses no/low heat. Thus, it is gentler on the products.













Market

5 Paid Pilots and JPD with Various Industries:

- Drywall/ Ceiling Tile Industry
- Large commercial laundry machine manufacturer
- Fiber-based, recyclable food product container manufacturer
- Large floorcare/carpet cleaning machine manufacturer











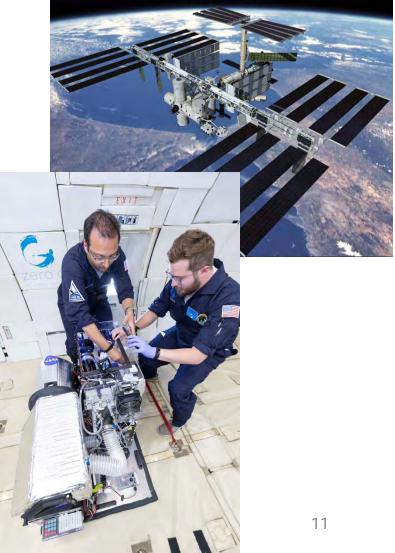
UTS Nasa Journey: Human Solid Waste (Feces) Management Issue in the Space (NASA)



Partner

- It costs NASA \$19,000 every time a crew member uses the restroom at ISS.
- Human solid waste (feces) contains ~75% water by mass that ISS has not recovered.
- 120 g of recoverable water from feces per crew member per day (~480 kg for a 1,000-day mission for a crew of 4)
- Drying and stabilization of feces can reduce odor generation and prevent the risk of microbial growth
- Stabilization of feces is a critical technology gap for long-duration space missions
- Our goal is to demo at ISS
- We have been nominated for the 2025 NASA Industry Award nomination





Ultra-Fast Ultrasonic Clothes Washer/Dryer Combination for Moon, Mars and ISS Applications (NASA)

- Crew clothing accounts for ~1/4 of ISS's crew supplies (excluding food).
- NASA seeks key capabilities that enable extended human presence in space
- Clothing washer/dryer combination = technological gap Target Metrics:
- Clean up to 4.5kg of clothes
- Facilitating commercial space flights
- Supporting extended missions to Mars







Strategic Marketing Tips

 Positioning Your Offering to Align with NASA's Mission & Tech Roadmap

Step 1:

Understand NASA's unmet needs and technology gaps → Start with NASA's strategic plans, roadmap documents, and published shortfalls

Step 2:

Identify aligned opportunities using targeted keyword searches \rightarrow Use resources like NASA SBIR topics, TechPort, and procurement forecasts

• What Resonated with NASA POCs:

 \checkmark Technologies that directly address identified gaps

- \checkmark Clear alignment with mission directorate goals
- \checkmark Readiness level that fits mission timelines

• How We Differentiated:

We offered a **platform technology** that addresses multiple needs across directorates — this cross-cutting capability created broader appeal.

•NASA Tech Shortfalls Webinar:

https://www.youtube.com/watch?v=RKcbfNjuKhY





Relationship-Building & Engagement

How We Successfully Connected with NASA Stakeholders

- NASA teams are highly technical and deeply mission-driven
- Once your technology demonstrates promise, they often go above and beyond to support your success
- Effective engagement strategies include:
 - Participate in NASA centric conferences
 - Attending NASA-hosted events and matchmakers
 - Clear, well-prepared presentations
 - Timely and thoughtful follow-up emails
 - Demonstrating how your tech delivers real value to their mission





Understanding NASA's Landscape & Lessons Learned

Insights Gained from Working with NASA

•NASA is composed of multiple centers with overlapping interests •Strong collaboration between centers allows knowledge and technology to spread quickly

•When one center adopts a promising technology, others often take notice

•ICES (International Conference on Environmental Systems) is a key technical conference for sharing NASA-relevant innovations (also T2X, IEEE Aerospace, SBID, ...)

•NASA sponsors are **highly technical**—this is not a sales pitch, it's a **technical pitch**

 Strong performers can advance from Phase I → Phase II → Phase III
 ISS demonstration is challenging—requires partnership with entities that already hold flight certification



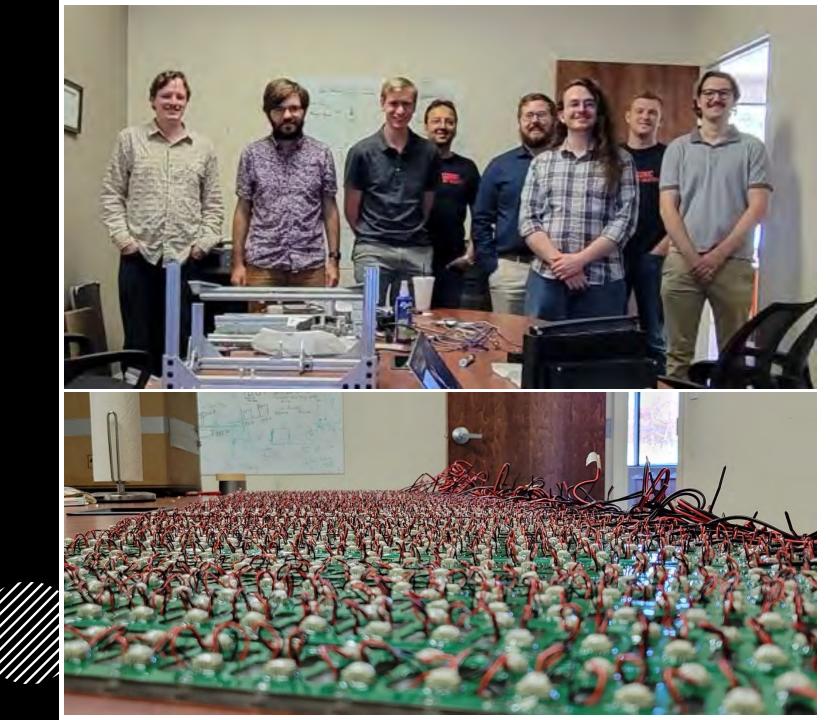


Thanks

Ayyoub Momen, Ph.D. Founder and CEO Ultrasonic Technology Solutions, LLC

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fusion



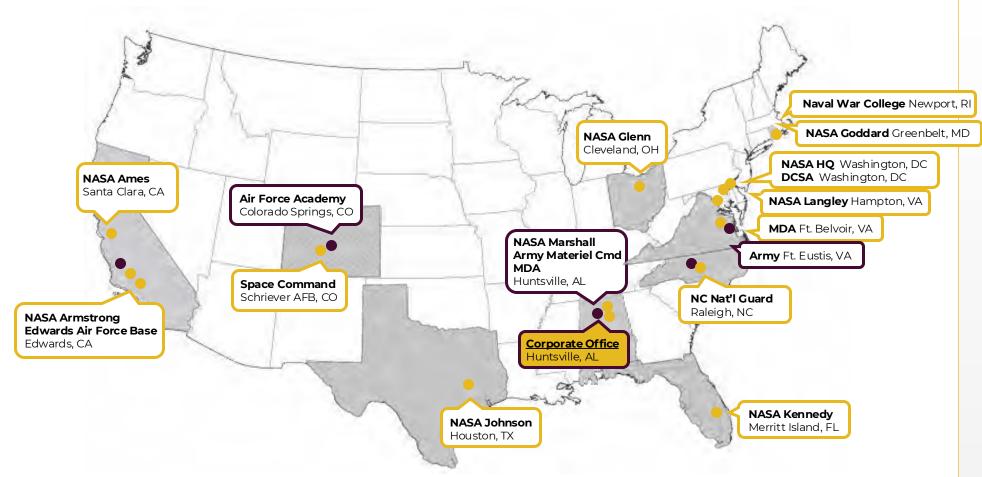
How We Started





CONTRACT LOCATION SNAPSHOT





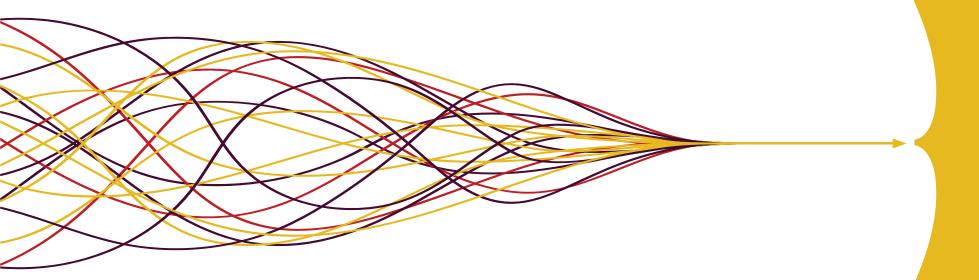
Expertise

- Strategic Communications
- Media Production
- Digital Media
- Professional Services

Background

- 30 Years in business
- Tribally Owned
- Small business in all NAICS codes
- 330 Employees

Complexity into Clarity.



Expertise

- Strategic Communications
- Media Production
- Digital Media
- Professional Services
- Training



Lessons Learned

- Be Clear in Your Offering
- Work Your Networks
- Be Ready for the Business Requirements

CONTRACT HIGHLIGHT

NASA Communications Services (NCS)

Scope of Work

PCI Productions supports communication activities of all NASA Centers, Mission Directorates and NASA Headquarters

- Strategic Communications, Planning and Integration
- Stakeholder and Public Relations
- Media Relations





Details

- \$217M
- Fixed price/IDIQ
- 50 year POP
- Over 200 staff
- Locations at all 10 NASA Centers
- Exceptional CPAR rating in first year of new contract



CONTRACT HIGHLIGHT

NASA CATSS III

Scope of Work

PCI Productions continues a long tradition of Admin Services support for NASA





Details

- \$39.5 M
- Over 40 employees
- Two NASA Centers
- 8(a) set aside competitive award
- SCA Labor



RECOGNITION

Business Awards

- NASA Small Business of the Year 2010, 2014, 2024
- Inc. Magazine 2012-2014 Fastest Growing Companies
- Build 100 List, Business Growth National Listing
- Diversity Business Top 100
- Small Business of the Year, Huntsville 2006 & 2017
- NASA IT Innovator of the Year
- NASA Small Business Subcontractor Excellence Award

Creative Awards

- Addy Awards
- Summit Awards
- Aurora Awards
- Communicator Awards
- MBA Awards
- Telly Awards



When it all comes together



Experience

Our years of experience led to the highly successful Artemis 1 launch event broadcast, viewed by over 11 million people.

- Technical writing
- Mission animation
- Moon board visuals
- Onsite communication
- Video production
- Event photography













Corporate Capabilities

Who We Are

Johnson Venture Management Solutions, Inc. (JVM) is a Management and Professional Consulting small business firm delivering Healthcare Services, Healthcare IT, General Administration Support and Logistics services in San Antonio, TX since 2015.

We serve clients in Department of Defense and other Federal agencies to identify opportunities for efficiency, manage resources, and optimize operations to achieve sustainable program management.

- 2025 SBA San Antonio District Woman of the Year
- 2023 NASA AMES Small Business Subcontractor Nominee
- 2023 SBA Small Business Woman of the Year
- 2022 NASA AMES Honor Award
- 2021 NASA AMES Honor Award
- 2021 NASA Ames Group Achievement Award









Services Core Capabilities

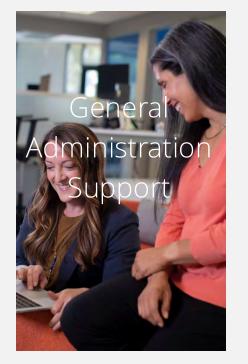


Registered Nurses
 Ancillary Services
 Medical Support Services
 Telehealth Services

Credentialing Services



- Project Management
- □ IT Clinical Support Services
- System Sustainment &
 Integration Healthcare IT
 Implementation
- Electronic Health Records



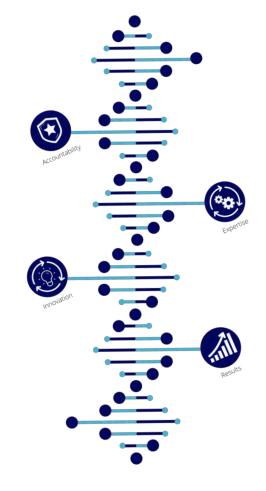
- Administrative Management Specialists
- Strategic Planning
- Executive Support Assistance
- Executive Project Coordinator
- Customer Service



- Logistics Planning
- Inventory Management
- Quality assurance and quality control checks
- Medical Courier Services
- Customer Service



Our Mission



Strengthening America's defense through people, technology and purpose.





Past Performance



NASA Langley Research Center – Hampton, VA Occupational Health Services and Medical Claims Support and Insurance Validation

IMPACT: JVM provides comprehensive occupational examinations to approximately 4000 NASA employees and support contractor personnel. Our Clinic staff ensure onsite exposure are promptly identified and treated effectively preventing further transmission in support to sustaining NASA's mission state of readiness.

- Our personnel ensure treatment(s) are pre-authorized and covered under NASA NPR 1800.1-Medical Protocols, provide approval/denial of treatment request to facilities and resolve discrepancies.
- Coordinates pre and post flight examinations for NASA Astronauts and other space travelers.
- Advocates for Health and Wellness Promotion throughout the Center.



Past Performance



NASA AMES – Mountain View, CA Medical Services

IMPACT: JVM provides "Q" Coded healthcare professional services for emergency medical response, occupational health services, and health maintenance in support to sustaining NASA's mission state of readiness.

- Our personnel conducts Occupational Health examinations and surveillance (OSHA/NASA required exams).
- Perform Workers Compensation support and Automatic External Defibrillator (AED) Program Operation and management to include training.
- Advocates for reduced fit for duty claim through conducting medical oversight/support for specific Fitness Center programs as appropriate (e.g., weight loss programs, medical clearance approval, and blood pressure checks for clearance).



Certifications

JVM is certified by the Small Business Administration as a minority disadvantage business as indicated by the following:



We have proven quality processes throughout our service delivery as proven by our





Contract Vehicles

in Class

JVM Solutions is a proud Prime Contractor of the GSA 8(a) STARS III Government Wide Acquisition Contract. This contract provides federal agencies flexible access to customized IT and Cyber solutions tailored to meet customer particular needs. IT Services include but are not all inclusive:

STARS || GSA Contract Holder

- Data Management
- Information and Communications Technology
- IT Operations and Maintenance
- IT Security/IT workforce augmentation
- Software Development
- Systems Design

Contract Number 47QTCB22D0653



Partnerships

There has never been a more critical time to partner!

Get To Know The Agency

- Align your offerings with NASA's current mission goals and strategic technology investment plans
- Identify the top performing Prime/SubContractors within NASA to establish relationship(s)
- Learn About NASA's Mentorship Program

• Key Takeaway

- Attend industry days and other NASA events
- Know Your Added Value and lead with this
- Build Authentic Relationships
- Make Yourself Visible
- Follow-up is key





Contact Information



Scan the QR code to register in our Subcontractor Portal!

Margie Johnson, CEO

Email: <u>margiejohnson@jvmsolutions.net</u> Office: 210-504-4707

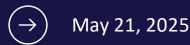
Christian Honce, Business Development

Email: <u>chonce@jvmsolutions.net</u> Mobile: 210-858-9221

SPIKA

LESSONS LEARNED ON WORKING WITH NASA









spikamfg.com

WE EXIST TO EMPOWER PEOPLE TO ENJOY THE CHALLENGE OF CREATING SOMETHING GREAT.

OUR NICHE

Custom access solutions with complex requirements.

- Mobile
- ---- Height Adjustable
- Contour Conforming
- Space Adaptable
- ---- Special Environment Compliant
- Safety Compliant

THE SPIKA DIFFERENCE

We provide elegant, customer-tailored access systems that are mobile, adjustable, and safetycompliant.

We can respond to the most unique and rigorous requirements.

We invest in our partners by providing tangible solutions prior to any financial commitment.

WHO WE ARE

We're a family business located in rural Montana, and we employ people who own it, lean in to challenges, work to be great together, constantly make It better, and are committed to building our community.

NOTHING IS OUT OF REACH COMPANY OVERVIEW

Established in 2001 • \$11.5MM Est. Revenue 2024 55 Employees • 20,000 Sq. Ft. • Lewistown, MT



GSA Schedule: GS-07F-0086

USA

NSF

NSF-ISR

Registered to AS9100

with ISO 9001)

MANAGEMENT SYSTEMS

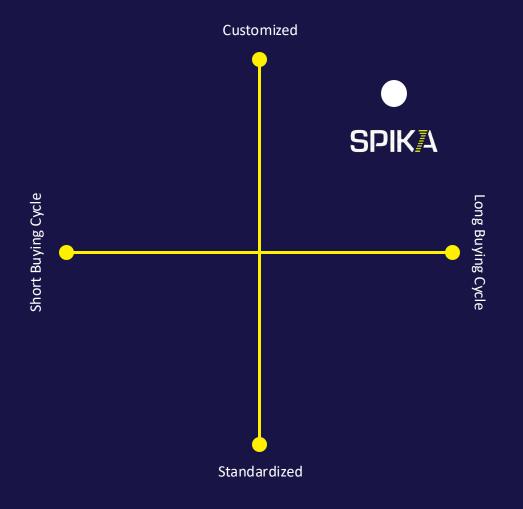
UEI: RE4BLG4W9FL4

CAGE Code: 4AC84

NAICS: 332312 (primary), 333248, 333923, 336413, 423830, 423850

406.535.5678 → info@spikamfg.com P.O. Box 1123 → 254 Cottonwood Creek Rd Lewistown, MT 59457

SPKA DESIGN & MANUFACTURING



Engineer-To-Order Procurement Basics

- Almost always one-off projects no quantity orders
- Lengthy procurement cycles (multiple years)
- Project is initiated by a project manager, engineer, or safety professional
- Commonly require multiple budgetary estimates leading up to the final quote
- Extended period between final quote issued and contract date requires longer quote validity periods
- Leans on cost and pricing data process for best and final offer negotiations
- Iterative designs throughout project development leads to multiple change orders



HOW THEY FOUND SPIKA

NASA program personnel observed a Spika access product at a supporting spacecraft manufacturing facility. Impressed with the design and build quality, they chose to reach out to Spika for a new access solution.

OVERVIEW

NASA required a work platform system to support the integration and test activities for the Servicing Payload (SP) and Space Vehicle (SV) for the OSAM-1. KBR contracted with Spika to satisfy this requirement with a height adjustable work platform system that supported four main SP/SV integration height and access configurations.



LESSON LEARNED

Your pricing structure needs to align with FAR clause <u>52.230-2 Cost Accounting</u> <u>Standards</u> in support of fair and reasonable pricing data discussions per <u>FAR</u> <u>215.371-3</u> Fair and Reasonable Price.

PRICING ANALYSIS	
	Product Revenue
Part Number	
Revenue	\$-
Direct Costs	
Direct Labor	\$-
Direct Material	\$-
Other Direct Costs	\$-
Freight	\$-
Direct Travel	\$-
Direct Costs	\$-
Cost Pool Allocation	
Fringe Benefits	\$-
Overhead	\$-
G & A	\$-
Total Allocated Cost	\$ - \$ -
EBT	\$ -
Total Hours	-
Fully Burdened Wrap Rate	#DIV/0!



LESSON LEARNED

Projects can change significantly at any point in the project, so establish strong change management processes that simplify the navigation of these changes for the customer but ensure you don't lose all your profit in the process.

"At first, Spika proposed a 10' tall, fixed height platform with a reconfigurable deck to support the integration activities detailed in the statement of work. Upon contract award, it was determined that four unique integration activities would be performed at this station, which increased the reconfigurability and versatility requirements of the work platform".



HOW THEY FOUND SPIKA

The buyer on this project had worked with Spika on a previous custom access project. This familiarized him with Spika's capabilities and expanded his consideration of Spika for future projects.

OVERVIEW

Aerojet Rocketdyne was hired by NASA to provide a custom work platform at Kennedy Space Center for its engine assembly facility.

Spika's work with Aerojet Rocketdyne on this project led to Spika's nomination for NASA's FY24 Small Business Subcontract Excellence Award



LESSON LEARNED

Scopes of work can include boilerplate language that impose non-critical requirements on the project. This leads to inflated prices and timelines. Push back on these requirements and advise how your company can satisfy the requirement alternate methods that save time and money.



HOW THEY FOUND SPIKA

Spika met with Northrop stakeholders at their California facility to pitch company capabilities. The Northrop stakeholder was also a part of NASA's James Webb project. A few years later, Spika was notified of the opportunity to bid on this James Webb project.

OVERVIEW

Northrop came to Spika to design and manufacture two unique platforms for final assembly of the James Webb Telescope in French Guiana. The project had a tight schedule for design, analysis, and fabrication in order to stay on track for the launch date.



LESSON LEARNED

Working directly with NASA, or prime contractors for NASA, isn't always feasible if you aren't on their approved supplier list yet. Seek out partners (such as resellers or complementary companies) that can be in your inroad so your brand becomes familiar to the program. The more visibility your product has to those in the program, the greater chance you have of being thought of next time a need arises.



→ 406-205-3252



bekhi.spika@spikamfg.com





What advice would you give another small business on how to become a supplier for NASA?





Discuss how vendors become potential suppliers for NASA?





What is the process for providing a capability brief to: **Program Offices? Contract Acquisition Offices? Small Business Offices?**





What is the best way to receive a call/email back from NASA Prime Contractors?





What advice would you say is the best way to be visible to NASA and the Prime contractors?





OSBP Learning Series: CALL FOR NEW TOPICS!!

NASA's Office of Small Business Programs is NOW ACCEPTING new topics ideas for our monthly OSBP Learning Series Webinars!

We would LOVE to hear from you!! Please submit your topic ideas to <u>smallbusiness@nasa.gov</u>!

OSBP Learning Series Contact

Ms. Truphelia M. Parker Program Specialist





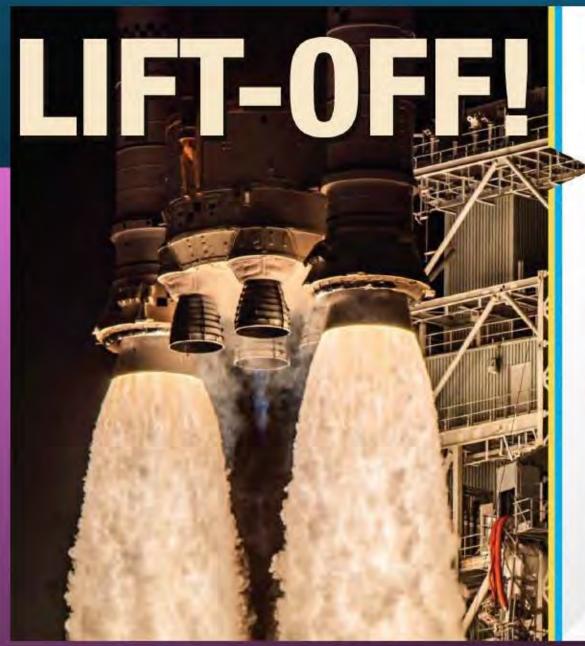
Thank You for Attending!

www.nasa.gov/osbp



Background Slides





NASA Mentor-Protégé Program Relaunch

PEOPLE • PROCESSES • PERFORMANCE

Needs-Based Program: The revamped MPP will now be more needs-based, that targets NASA supply chain gaps.

Contracts Under Strategic NAICS Codes: The program will prioritize subcontracts to proteges under specific NAICS codes that align with the Space Technology Mission Directorate (STMD) technology taxonomies, ensuring a direct connection to mission-critical needs and supply chain gaps.

All small businesses are now eligible to participate as protégés, as well as AbilityOne, Historically Black Colleges and Universities (HBCUs), and Minority Serving Institutions (MSIs). This expansion is aimed at fostering a more inclusive environment for a diverse range of small businesses to collaborate with NASA and its prime contractors. These updates ensure that more small businesses can contribute to NASA's mission and benefit from this impactful program.

Scan for more info:





Upcoming OSBP Learning Series





NASA Vendor Database

Joining the NASA Vendor Database offers several benefits to users.

Here are a few reasons why YOU should join!

- Access to valuable information (e.g., procurement opportunities, market research data, etc.)
- Collaboration opportunities (e.g., network with NASA acquisition personnel and other vendors.
- Enhanced visibility and exposure to NASA acquisition personnel
- Improved efficiency and productivity (e.g., NASA users to vendor direct email capability)
- Compliance and security (e.g., NVDB data is synced with SAM.gov)
- Network expansion (e.g., Joining the NEW NVDB can help expand your professional networks)

Targeted NAICS

541715 Research and Development
336414 Guided Missile and Space Vehicles
481212 Nonscheduled Chartered Freight Air Transportation
541330 Engineering Services
561210 Facilities Support Services
541512 Computer Systems Design Services
336415 Guided Missile and Space Vehicle Propulsion Unit
Manufacturing
236210 Industrial Building Construction
541519 Other Computer-Related Services
517810 All Other Telecommunications





NASA OSBP Mobile App

The OSBP Mobile app has been UPDATED!

The NASA OSBP Mobile is the NASA Office of Small Business Program's official mobile application. It is available for iOS and Android devices. OSBP Mobile is designed as a userfriendly tool to learn how to do business with NASA and have all the required resources right at your fingertips. Key features allow users to easily contact NASA Center Small Business Specialists, view Active Contract Listings, and find out when upcoming networking events are taking place.

The app is available for download at the <u>iTunes</u> <u>App Store or Google Play</u>.

Privacy Policy NASA OSBP Mobile's Privacy Policy can be viewed at <u>NASA OSBP Mobile Privacy Policy</u>.

OSBP Mobile (iOS) and Android Update Available!!

A new update to the iOS and Android version of OSBP Mobile was recently released in the Apple App Store. It is version 3.0.

The new version has the following features:

- New dashboard layout for your OSBP Mobile experience
- New Small Business Specialist layout
- New presentation for Top Stories, Events, Contracts, and RFPs



Download at: https://play.google.com/ https://apps.apple.com/





OSBP is on LinkedIn!

https://www.linkedin.com/ showcase/105552037





OSBP is on X!

@NASA_OSBP



OSBP Gets Social! Follow us!!



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YouTube

OSBP is on YouTube!

https://youtube.com/playlist/ NASA OSBP



62

OSBP Publications

OSBP PROVIDES MANY RESOURCEFUL PUBLICATIONS TO THE SMALL BUSINESS COMMUNITY.

THE SMALL BUSINESS GUIDE TO NASA DOING BUSINESS WITH NASA: STEPS TO SUCCEED

2

OTHER PUBLICATIONS TO VIEW/DOWNLOAD, VISIT:









