



National Aeronautics and
Space Administration



NASA OSBP Webinar: Preparing for Matchmaking & Industry Days with NASA

DATE:

August 19, 2026

Submit
questions
here. →



TIME:

1:00 p.m. to 2:30 p.m. ET



Welcome



Ms. E. ANN HAASE

Program Manager

Office of Small Business Programs
NASA

**NASA OSBP Webinar:
Preparing for Matchmaking & Industry
Days with NASA**



Housekeeping

- We will have a formal Q&A session following the final presentation.
- If you have any questions during the presentation, please submit them through our **NEW** Conferencing Platform.
 - The link to the conferencing portal can be found in the Chat.
- Please note that only questions submitted through the conferencing portal will be considered during the Q&A session.
- For general comments or to network and engage with other attendees, please feel free to use the Chat.
- The presentation WILL be recorded. Attendees will receive an email once the recording and materials are made available online.
- Please complete the survey that will be sent to you via email following the presentation.

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Poll Questions

1. How did you learn about this webinar?
2. Is this the first webinar hosted by the NASA Office of Small Business Programs that you have attended?
3. Which of the following classifications applies to your institution/organization/company?
4. Select the industry(ies) below that applies to your company. Multiple industries may be selected if applicable.
5. Have you done business with NASA? (More than one answer can be applicable)
6. What are some of the barriers to entry when doing business with NASA?

**NASA OSBP Webinar:
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Prime Perspective



Ms. DEBBIE BATSON

Sr. Director

Large/Small Business Strategic Alliances
Teledyne Brown Engineering, Inc.

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Prime Contractor Perspective

What Makes a Successful Matchmaking Meeting

August 19, 2026

Debbie Batson
Sr. Director, Large/Small Business Strategic Alliances
Teledyne Brown Engineering (TBE)
Huntsville, AL

Prep for Matchmaking Meeting

- **Recommend Register in System for Award Management (SAM.gov), to generate Unique Entity ID – official identifier for doing business with the federal government. (update annually or as company capabilities and key contact change)**
- **Have your Capabilities Statement Ready (1-2 pages)**
- **Have Elevator speech ready**
- **Have supply of Business Cards**

Be Prepared

- **Have knowledge about the Corporation/Organization (technical/relationships)**
- **Know how you fit into the business (Are we using your commodity/service in our products)**
- **Try to know the Prime customers and programs they support**
- **Identify technology, if applicable, that may be a factor for further discussion**

Marketing Your Capabilities

DO

- **Be Focused, Positive (One time to make a first impression)**
- **Discuss where your capabilities fit into their business**
- **Discuss Clients, locations, SB Classification, # of employees**
- **Identify Opportunities/discuss particular opportunity**
- **Share who you know (customer relationships)**
- **Quality Standards/Certifications**
- **Ask Questions/Understand communication preference**
- **Ask preference of soft copy and/or hard copy of Capabilities**
- **Be prepared to tell your story**
- **Ask Next Steps**

DON'T

- Suggest Prime to visit your Website for Capabilities
- Use the SB Classification and vehicles held as a capability/strength
- Promise something and not deliver
- Misrepresent experience or past performance

Contracting Attributes – What the Prime is Looking For

- **Work honestly and ethically**
- **Ability to work as a Team**
- **Communication/Transparency**
- **Customer Focused**
- **Provide reasonable cost**
- **Maintain a good safety record**
- **Have relevant experience/past performance (this can vary)**
- **Reliable/Responsive/Flexible**
- **Committed to Quality**
- **Financially responsible**
- **Patient with the Prime and Customer**
- **Unique Capability (top 3 differentiators)**
- **Specific programs or areas of interest where you add Value**
- **Commitment to invest resources (B&P monies)**
- **Understand issues/can develop path ahead for future work**
- **Foster relationships**

Preparation Checklist

- ✓ Define Your Core Competencies!
- ✓ Demonstrate your Differentiators – Why Your Company? Is your How different?
- ✓ Remember – it is not what you sell – services or products – it is the Value you provide.
- ✓ Past performance/experience problems overcome, explain details.
- ✓ List Awards, Certifications, Small Business Certifications, Client Testimonials, anything that validates your value.
- ✓ Tweak each time for your next meeting – customize with what they need.
- ✓ Determine Your Target POCs – Prime/Government Agencies.
- ✓ Seek the problems they are facing and offer solutions.
- ✓ Review their Forecasts – follow the money.
- ✓ Look at their Website – determine – do they buy what you sell? If not, don't meet with them.
- ✓ Determine who you are meeting with and what role they play – Look them up on Linked In, Facebook, other?
- ✓ Update Capabilities pitch to what you plan to discuss with them.

Debbie Batson
Work: 256-726-1393
Cell: 256-698-9053
E-mail: Debbie.Batson@teledyne.com

Prep for Meeting with Prime Decision Makers

DO

- Follow-up with Point of Contact (POC) for next step (meeting/telecom)
- Meet with your company leads to ensure you are prepared for a higher level meeting
- Notify everyone involved weeks prior to determine if a NDA (non-disclosure agreement) is needed
- Assemble the right team to engage in a more in-depth discussion
- Provide electronic data when asked and in the proper format
- Understand from POC who will be in the meeting
- Follow-up with POC if you do not get a response
- Finalize Meeting Date/Time/Location
- Trust the SBLO/Be Prepared

DON'T

- Send the POC a meeting invite if not pre-coordinated
- Exclude the original POC if begin working with different POC
- Send a blast thank you note

Meeting with Prime Decision Makers

DO

- Provide short re-cap of your business and who referred you
- Be prepared to discuss
 - Pertinent past performance
 - Unique capabilities (top differentiators)
 - Specific programs or areas of interest
- Show understanding of challenges
 - Understand the environment
- Be time sensitive (Govt personnel are busy and so are You).
- Do not try to prolong discussions—follow-up!
- Be a good listener
- Understand Government Organization in area pursuing work

DON'T

- Talk general if you are interested in specific
- Be afraid to ask questions
- Promise something and not deliver

NASA's Perspective



MS. KANDACE CHAPPELL
Lead Small Business Specialist
Office of Small Business Programs
NASA

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NASA's Perspective

Don't Waste the Match



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Agenda

- **Target Audience**
- **Capabilities**
- **Know your problem**
- **Do your homework**
- **Know your ask**
- **Next Steps**

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Know Your Audience



Which NASA center aligns with your capabilities?

What missions/programs does that center support?

What does that center buy?

Who are its major customers/program offices?

What are its current or emerging challenges?

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Know your Value

Don't bring the
entire toolbox.
Know which tool
solves the
customer's
problem.



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Know the problem

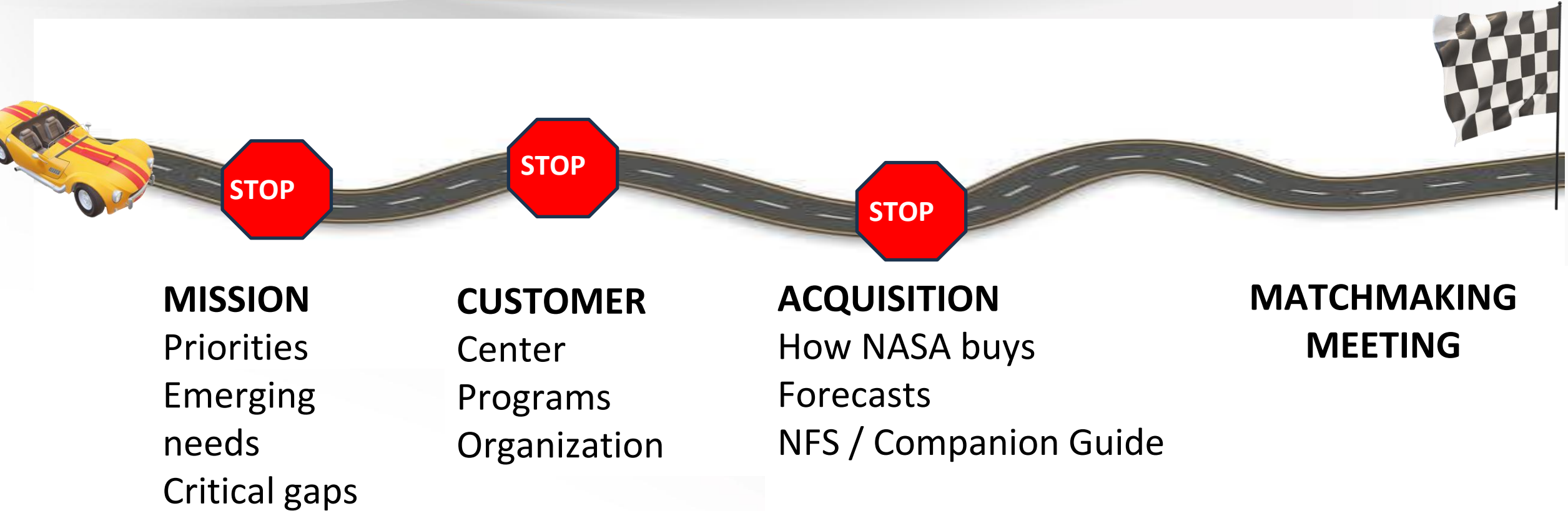
Instead of saying...	Be prepared to explain...
“We make X.”	“NASA needs X because...”
“We have this capability.”	“Our capability addresses...”
“We're looking for opportunities.”	“We've identified this potential gap...”
“We're a small business.”	“Here's the mission outcome we can support...”



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Do your homework



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Know your ask

Think of the SBS as
your GPS



A GPS can't drive the
car for you.
But it can help you
find the right route.

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Leave with next steps

- ✓ Know your ask
- ✓ Use the SBS as your GPS
- ✓ Leave with a next step



VALIDATE. REFINE. ADVANCE

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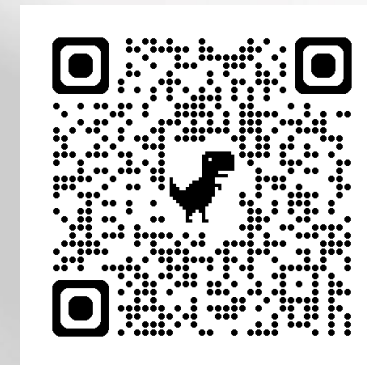
THANK
YOU!

Kandace Chappell
Lead Small Business Specialist
Goddard Space Flight Center
NASA Office of Small Business Programs

gsfc-smallbusiness@mail.nasa.gov



**Moon Base User's
Guide**



**FY 26 Civil Space
Shortfall Prioritization**

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MS. NAEEMAH LEE

Program Specialist

Office of Small Business Programs
NASA

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September 15, 2026
8:00 a.m. – 4:30 p.m. CT
This is a free event.

NASA OSBP ENGAGEMENT 2026 *In-person Event* **L.I.F.T.**

Space Center Houston
1601 E NASA Parkway
Houston, TX 77058

Leveraging Industry and Supply Chains for Future Technology

EVENT HIGHLIGHTS

- Connect with NASA subject matter experts
- Engage in matchmaking opportunities
- Meet prime contractors and procurement officials
- Explore cutting-edge innovations with AI Hub exhibitors
- Participate in dynamic breakout sessions
- Strengthen partnerships and expand your opportunities

WHO SHOULD ATTEND?

- Small Businesses
- Large Businesses
- Startups & Innovators
- Universities and Research Institutions
- NASA Prime Contractors
- Procurement & Program Officials
- Federal Agencies
- Industry Partners

NAICS CODES

- **325120** Industrial Gas Manufacturing
- **333314** Optical Instrument and Lens Manufacturing
- **336414** Guided Missile and Space Vehicle Manufacturing
- **336415** Guided Missile and Space Vehicle Propulsion Unit and Propulsion Unit Parts Manufacturing
- **336419** Other Guided Missile and Space Vehicle Parts and Auxiliary Equipment Manufacturing
- **481212** Nonscheduled Chartered Freight and Transportation
- **488190** Other Support Activities for Air Transportation
- **517919** All Other Telecommunications
- **541330** Engineering Services
- **541512** Computer Systems Design Services
- **541519** Other Computer Related Services
- **541715** Research and Development in the Physical, Engineering, and Life Sciences Except Nanotechnology and Biotechnology

EVENT INFORMATION*

- **DATE:**
Tuesday, September 15, 2026
- **TIME:**
8:00 a.m. – 4:30 p.m. CT
This is a free event.
- **LOCATION:**
Space Center Houston
1601 E NASA Parkway
Houston, TX 77058
- **FORMAT:**
In-person event only
- **QUESTIONS? EMAIL US AT:**
matchmaker@govmates.com



**SCAN THE QR CODE
TO REGISTER TODAY!**

Seats are limited. Register early!

<https://www.eventbrite.com/e/nasa-osbp-engagement-2026-lift-tickets-1986807279055>

NASA OSBP Engagement 2026: L.I.F.T. is a forward-looking initiative that reinforces NASA's commitment to strengthening the industrial base by cultivating small business participation and fostering strategic alliances with prime contractors and procurement officials.

**BUILD CONNECTIONS
EXPAND OPPORTUNITIES
ADVANCE THE MISSION**

We look forward to seeing you in September!

Q&A Session



Ms. BRIANA GOINS

Program Specialist

Office of Small Business Programs
NASA

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National Aeronautics and Space Administration



Registration is open!

NASA OSBP ENGAGEMENT 2026

In-person Event

L.I.F.T.

September 15, 2026

Space Center Houston

Leveraging Industry and Supply Chains for Future Technology



Scan the QR code for
more information.

www.nasa.gov

 **OSBP**
OFFICE OF SMALL BUSINESS PROGRAMS



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NASA
Small Business. Big Impact.

ABOVE AND
BEYOND GOALS

SAVE **THE** DATE

ANNUAL

TOWN HALL

INFORM • ENGAGE • COLLABORATE • INSPIRE



COMING SOON
IN
OCTOBER 2026

EXPLORE.
INNOVATE.
BUILD TOGETHER.



STRONGER
PARTNERSHIPS



BOLDER
OPPORTUNITIES



A STRONGER
SPACE **ECONOMY**

NASA OSBP

PEOPLE / PARTNERSHIP / POSSIBILITIES



COMING SOON!

SEPTEMBER 2027

INTRODUCING THE ENHANCED

NASA OSBP SBX

NASA SMALL BUSINESS EXCHANGE

(FORMERLY THE OSBP MOBILE APP)

Your powerful connection to resources, opportunities, and experts—now better than ever.

WHY DOWNLOAD THE SBX APP?



Connect

Quickly find and connect with NASA Small Business Specialists.



Stay Informed

Access the latest NASA OSBP news, top stories, and outreach events.



Find Opportunities

Discover market intelligence, resources, and active contract listings.



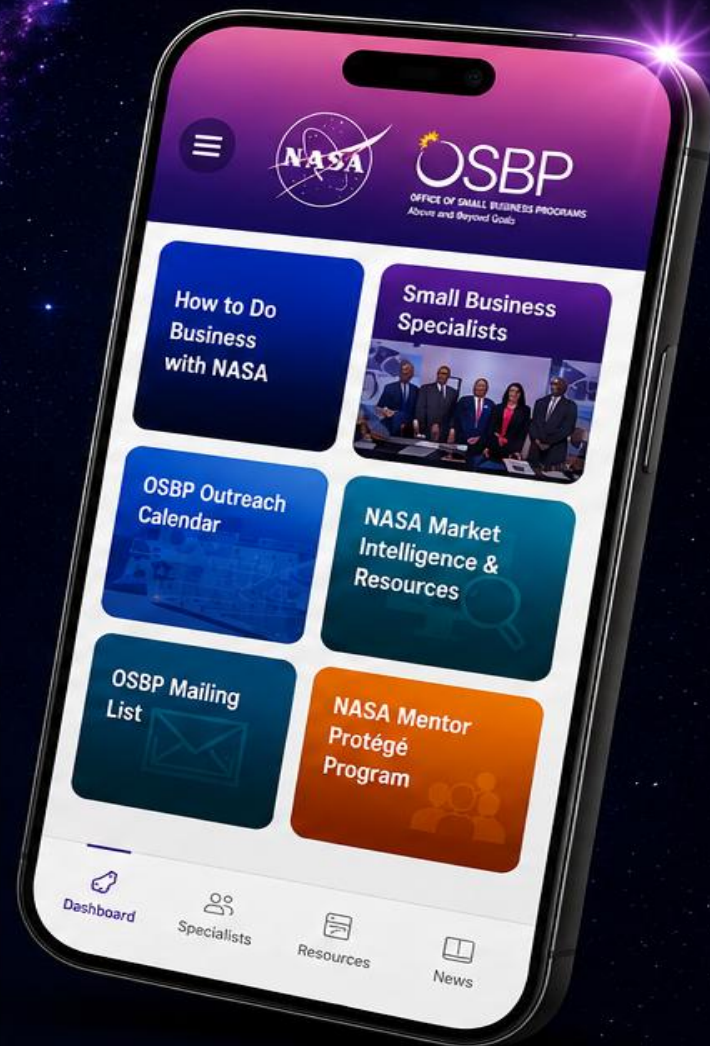
Grow Your Business

Access tools, guidance, and programs designed to help your business succeed.



A NEW NAME.
ENHANCED EXPERIENCE.

The OSBP Mobile App is now the **NASA Small Business Exchange (SBX)** – built to deliver the resources you need, you need them.



Be among the first to experience the enhanced SBX!

LAUNCHING SEPTEMBER 2027

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Google Play

Engage with Us!

**LET'S CONNECT
LET'S PARTNER**

**ENGAGE WITH US ON OUR
SOCIALS**



**CONNECT.
ENGAGE.
GROW.**

Stay engaged with NASA OSBP beyond the bulletin! Follow us on our social media platforms to get real-time updates on opportunities, events, success stories, and insights from across the Agency.

Join the conversation, expand your network, and stay connected to what's next with OSBP. 🚀

**OSBP Mobile App**

Take NASA OSBP with you on the go. Download our mobile app to access the latest opportunities, events, resources, and updates—all in one place. Stay informed, stay connected, and never miss what's next.

**LinkedIn Account**

Don't miss a beat—access opportunities, events, and key resources right from your phone with the OSBP mobile app. Stay in the know and connected to what's next.

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OFFICE OF **SMALL BUSINESS** PROGRAMS

Mailing List



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Closing Remarks



Ms. E. ANN HAASE

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