

COE CST First Annual Technical Meeting:

Defining the Future by Engaging Emerging Leaders

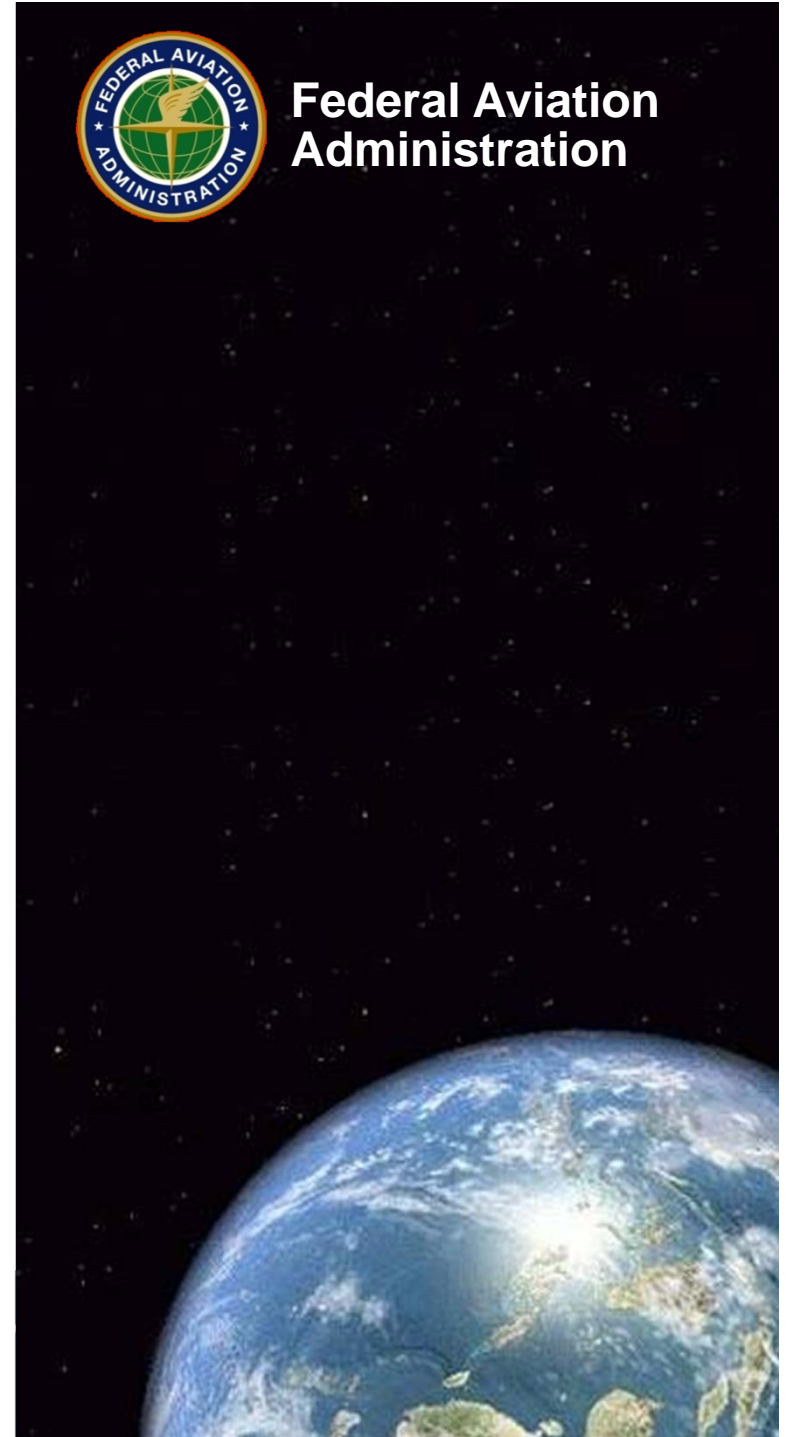
Task 193: Role of COE CST in
EFP

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Bradley Cheetham

11.10.2011



Federal Aviation
Administration





Overview

- Team Members
- Task Purpose/Objectives
- Theory Based Analysis
- ESIL Workshops
- SpaceVision 2011
- Next Steps
- Contact Information



Team Members



- **George H. Born** – Director, Colorado Center for Astrodynamics Research
- **Bradley Cheetham** – Graduate Research Assistant, Aerospace Engineering Sciences
- **Juliana Feldhacker** – Graduate Research Assistant, Aerospace Engineering Sciences



Purpose of Task



- Objectives:
 - Identify key industry characteristics to facilitate EFP efforts
 - Support on-going FAA COE CST roadmapping efforts
 - Hosted workshops for student and young professionals
 - Support conferences to educate students and young professionals
 - Incorporate young professional perspectives in ongoing efforts



FAA COE CST Objectives



- **Research**

- Industry Structural Analysis – Commercial Crew to Orbit Industry Segment

- **Training**

- Emerging Space Industry Leaders (ESIL-01) Workshop

- **Outreach**

- SpaceVision2011 Support



Theory Based Analysis



Strategic Evaluation of Commercial Crew to Orbit Transportation Industry Structure and Status

- Presented at 2011 International Astronautical Congress
- IAC-11-D4.2.1
- Second iteration on analysis
- Based on Michael Porter Competitive Strategy Theory

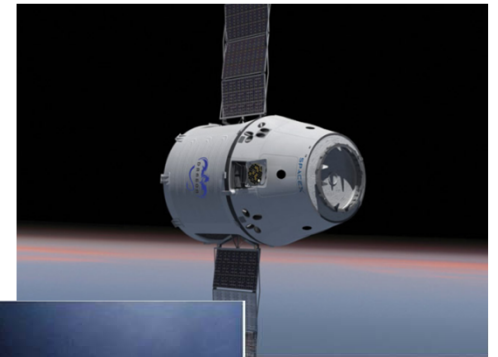
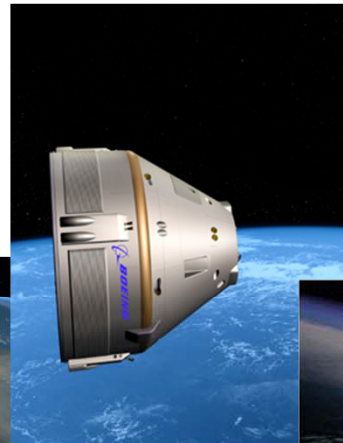


Theory Based Analysis



Scope: Commercial delivery of humans to Earth orbit

- Considering the transport vehicle only
- Launch vehicle is a supplier



ESIL Workshop



- Bring together emerging industry leaders
- Objectives
 - Inform – perspective, background, context
 - Perform – group analysis on identified market
 - Network – internal and external to industry
- Output
 - Theory based analysis on self-selected market



ESIL Workshop

ESIL-01



10.26-10.27

COE CST First Annual Technical Meeting (ATM1)
November 9 & 10, 2011



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ESIL Workshop



FINAL SCHEDULE FOR THE EMERGING SPACE INDUSTRY LEADERS WORKSHOP

	Wednesday, October 26, 2011		Thursday, October 27, 2011	
8:00		8:00		8:00
	Coffee & Breakfast		Coffee & Breakfast	
8:30		8:30		8:30
9:00	Welcoming Addresses <i>Various Folks</i>	9:00	Working Groups 6. Final presentation of selected market. 7. Begin ISA.	9:00
9:30	Overview of FAA AST & COE CST <i>Ken Davidian, AST</i>	9:30		9:30
10:00	Commercial Space Context <i>Tauri</i>	10:00		10:00
10:30	Break	10:30	Break	10:30
11:00	Guest Speakers <i>Dennis Stone, NASA JSC</i> <i>Max Vozoff, Independent</i>	11:00	Working Groups	11:00
11:30		11:30		11:30
12:00	Lunch <i>Diane Dimeff</i>	12:00	Lunch	12:00
12:30		12:30		12:30
13:00	Group Activities <i>Demand Survey, Fortune 500 Analysis,</i> <i>Investment Analysis</i>	13:00	ISA Working Groups	13:00
13:30		13:30		13:30
14:00		14:00		14:00
14:30	Break	14:30		14:30
15:00	Overview Presentations <i>- Theory-based Analyses</i> <i>- Review of Industry Analyses Resources</i>	15:00	Break	15:00
15:30		15:30		15:30
16:00	Tutorial of Porter's Industry Structural Analysis	16:00	ISA Presentations to Full Group	16:00
16:30		16:30		16:30
17:00	Workshop Logistics 1. Self-selection of groups. 2. Brainstorming of target markets.	17:00		17:00
17:30		17:30		17:30
18:00	Break	18:00		18:00
18:30	Working Dinner 3. Identification of target market options. 4. Discussion of selected markets. 5. Final selection of target markets.	18:30		18:30
19:00		19:00		19:00
19:30		19:30		19:30
20:00		20:00	Featured Speaker <i>Bill Nye</i>	20:00
20:30		20:30		20:30



SpaceVision 2011



- Objective
 - Support dissemination of industry information to broad diverse student population
- Mechanism of Support
 - Partner with CU SEDS chapter
 - Speaker advising and assistance
 - Recording/Dissemination of programming
 - Corporate partnerships



SpaceVision 2011



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Next Steps



- Industry Structural Analysis
 - Third iteration as industry evolves – Fall 2012
- ESIL-02
 - Discussing options in Spring 2011
- ESIL-##
 - Future workshops hosted around the country in collaboration with other industries
- SpaceVision 2012
 - Support efforts Fall 2012

Contact Information



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Questions

