



1
00:00:07,060 --> 00:00:23,220

you

2
00:00:27,700 --> 00:00:25,479

it's not good enough just to do research

3
00:00:29,709 --> 00:00:27,710

and prove that it can be done you have

4
00:00:31,060 --> 00:00:29,719

to take that into production and again

5
00:00:34,380 --> 00:00:31,070

is where the EO cap contracts been

6
00:00:40,060 --> 00:00:34,390

really good for us the NASA yo cap one

7
00:00:42,819 --> 00:00:40,070

project really got us off the ground to

8
00:00:45,100 --> 00:00:42,829

the point where we have a commercially

9
00:00:46,959 --> 00:00:45,110

viable service if you didn't have you a

10
00:00:48,459 --> 00:00:46,969

cop I don't think you'd have the nature

11
00:00:50,560 --> 00:00:48,469

of the contacts with the space

12
00:00:52,210 --> 00:00:50,570

industries that are necessary for a

13
00:00:54,850 --> 00:00:52,220

small company to make this a successful

14

00:00:57,939 --> 00:00:54,860

operation you've just heard comments

15

00:01:00,219 --> 00:00:57,949

from some of NASA's partners in EO cap

16

00:01:02,950 --> 00:01:00,229

the earth observations commercial

17

00:01:05,710 --> 00:01:02,960

applications program at Jhansi Stennis

18

00:01:08,440 --> 00:01:05,720

Space Center but this is just one of

19

00:01:11,710 --> 00:01:08,450

several opportunities available through

20

00:01:13,870 --> 00:01:11,720

NASA these individuals represent

21

00:01:17,100 --> 00:01:13,880

industry working with NASA to develop

22

00:01:20,319 --> 00:01:17,110

commercial space technology applications

23

00:01:23,170 --> 00:01:20,329

NASA offers a variety of partnership

24

00:01:25,600 --> 00:01:23,180

programs aimed at building a u.s. remote

25

00:01:29,680 --> 00:01:25,610

sensing industry ready to compete and

26
00:01:31,960 --> 00:01:29,690
win in global markets as a partner with

27
00:01:34,300 --> 00:01:31,970
business NASA can leverage small

28
00:01:36,940 --> 00:01:34,310
investments in private enterprise to

29
00:01:40,510 --> 00:01:36,950
generate substantial benefits to all

30
00:01:44,320 --> 00:01:40,520
society NASA partnerships are not

31
00:01:46,149 --> 00:01:44,330
one-size-fits-all propositions H is

32
00:01:48,700 --> 00:01:46,159
tailored to the specific needs of the

33
00:01:53,200 --> 00:01:48,710
private organization under four main

34
00:01:55,870 --> 00:01:53,210
program opportunities VIP visiting

35
00:01:58,270 --> 00:01:55,880
investigator program a short-term

36
00:02:00,969 --> 00:01:58,280
low-cost agreement providing firms

37
00:02:04,120 --> 00:02:00,979
opportunities for investigating remote

38
00:02:06,399 --> 00:02:04,130

sensing and related technologies the VIP

39

00:02:09,130 --> 00:02:06,409

gave us a very inexpensive a very

40

00:02:11,080 --> 00:02:09,140

low-risk approach to take a look at

41

00:02:13,690 --> 00:02:11,090

something that we absolutely knew very

42

00:02:16,179 --> 00:02:13,700

little about industry agreements and

43

00:02:18,460 --> 00:02:16,189

initiatives no exchange of funds

44

00:02:21,880 --> 00:02:18,470

agreements allowing advanced firms

45

00:02:24,280 --> 00:02:21,890

access to NASA facilities and expertise

46

00:02:26,170 --> 00:02:24,290

one thing lockheed has learned about

47

00:02:28,569 --> 00:02:26,180

trying to commercialize government

48

00:02:29,430 --> 00:02:28,579

technologies that it's not as easy as it

49

00:02:31,800 --> 00:02:29,440

seems

50

00:02:34,050 --> 00:02:31,810

NASA here at Stennis Space Center has

51
00:02:36,240 --> 00:02:34,060
helped educate us in terms of

52
00:02:39,480 --> 00:02:36,250
understanding just what the customers

53
00:02:42,420 --> 00:02:39,490
need and what they don't need without

54
00:02:43,740 --> 00:02:42,430
their help and assistance the transition

55
00:02:46,380 --> 00:02:43,750
for Lockheed would be much more

56
00:02:49,650 --> 00:02:46,390
difficult Small Business Innovation

57
00:02:51,840 --> 00:02:49,660
research opportunities for developing

58
00:02:54,060 --> 00:02:51,850
NASA technology with potential

59
00:02:55,470 --> 00:02:54,070
commercial applications the company was

60
00:02:57,810 --> 00:02:55,480
founded with a view that there would be

61
00:03:00,180 --> 00:02:57,820
a significant component of research at

62
00:03:03,870 --> 00:03:00,190
the company funding from government

63
00:03:06,360 --> 00:03:03,880

agencies grants and contracts and we

64

00:03:09,240 --> 00:03:06,370

were fortunate to start with some SBIR

65

00:03:10,920 --> 00:03:09,250

phase one programs and as a result of

66

00:03:13,230 --> 00:03:10,930

being involved in those programs at NASA

67

00:03:16,800 --> 00:03:13,240

Stennis we became aware of the EO cap

68

00:03:18,480 --> 00:03:16,810

program yo cap a risk-sharing program

69

00:03:20,760 --> 00:03:18,490

fitting the needs of knowledgeable

70

00:03:23,580 --> 00:03:20,770

companies engaged in developing new

71

00:03:25,890 --> 00:03:23,590

remote sensing products and services by

72

00:03:27,420 --> 00:03:25,900

using digital image processing we've

73

00:03:30,270 --> 00:03:27,430

actually been able to develop new

74

00:03:32,070 --> 00:03:30,280

products products that in fact we would

75

00:03:34,260 --> 00:03:32,080

not have been able to deliver to our

76

00:03:36,960 --> 00:03:34,270

clients before our technological

77

00:03:40,410 --> 00:03:36,970

development efforts with NASA here is a

78

00:03:43,110 --> 00:03:40,420

technology through through NASA using

79

00:03:44,729 --> 00:03:43,120

using commercial money and a C program

80

00:03:48,270 --> 00:03:44,739

to develop technology that can be

81

00:03:50,310 --> 00:03:48,280

brought to bear directly we feel on the

82

00:03:51,930 --> 00:03:50,320

UH ability to comply with those

83

00:03:54,650 --> 00:03:51,940

regulations and we think that's one of

84

00:03:56,910 --> 00:03:54,660

the real beauties of the EO cap program

85

00:03:59,280 --> 00:03:56,920

NASA's partners make substantial

86

00:04:01,020 --> 00:03:59,290

investments of their own with the office

87

00:04:03,720 --> 00:04:01,030

of commercial earth observations

88

00:04:06,150 --> 00:04:03,730

programs providing bridges between NASA

89

00:04:09,360 --> 00:04:06,160

technology and profitable commercial

90

00:04:12,060 --> 00:04:09,370

products and services financial and

91

00:04:14,009 --> 00:04:12,070

technical support helps offset the risk

92

00:04:16,140 --> 00:04:14,019

of bringing new technology to the

93

00:04:18,690 --> 00:04:16,150

marketplace that really is a partnership

94

00:04:20,610 --> 00:04:18,700

because we're co-funding this we're

95

00:04:23,370 --> 00:04:20,620

co-funding it at about sixty percent of

96

00:04:26,130 --> 00:04:23,380

the total dollar amount per year so

97

00:04:27,990 --> 00:04:26,140

NASA's putting us at forty percent this

98

00:04:29,640 --> 00:04:28,000

is just the right amount to do this

99

00:04:31,320 --> 00:04:29,650

project and roll out a product if we

100

00:04:33,270 --> 00:04:31,330

haven't had yo cap funding we wouldn't

101
00:04:35,310 --> 00:04:33,280
have been able to do this yo keV

102
00:04:38,040 --> 00:04:35,320
investment success has been documented

103
00:04:40,380 --> 00:04:38,050
using actual data from the yield cap one

104
00:04:42,770 --> 00:04:40,390
second and third year performance the

105
00:04:44,780 --> 00:04:42,780
annual gross revenue the yoke approach

106
00:04:48,110 --> 00:04:44,790
are projected to average 10 million

107
00:04:50,300 --> 00:04:48,120
dollars in seven years this compares

108
00:04:53,840 --> 00:04:50,310
favorably with the fastest growing high

109
00:04:55,940 --> 00:04:53,850
technology companies in the US this

110
00:04:58,220 --> 00:04:55,950
model ill streets increasing levels of

111
00:05:00,680 --> 00:04:58,230
success indicated by reportable

112
00:05:03,260 --> 00:05:00,690
innovations enhanced our new products

113
00:05:05,960 --> 00:05:03,270

and services or the realization of a

114

00:05:08,629 --> 00:05:05,970

commercially viable business of nine yo

115

00:05:11,540 --> 00:05:08,639

cap one projects for reached the highest

116

00:05:13,580 --> 00:05:11,550

measure of success it's allowed us as a

117

00:05:15,980 --> 00:05:13,590

small business to grow pretty

118

00:05:19,100 --> 00:05:15,990

dramatically not that NASA's paid us to

119

00:05:21,830 --> 00:05:19,110

grow but the small supplement of funds

120

00:05:23,630 --> 00:05:21,840

they've given us has spurred us in other

121

00:05:26,390 --> 00:05:23,640

business areas so that we've been able

122

00:05:28,640 --> 00:05:26,400

to grow quite a bit in addition to the

123

00:05:30,320 --> 00:05:28,650

benefits to the private sector these

124

00:05:33,380 --> 00:05:30,330

companies are developing information

125

00:05:35,600 --> 00:05:33,390

technology products and services for the

126

00:05:37,909 --> 00:05:35,610

effective management and use of our

127

00:05:40,400 --> 00:05:37,919

environment and natural resources I

128

00:05:42,560 --> 00:05:40,410

think probably the most compelling issue

129

00:05:44,060 --> 00:05:42,570

in land management today is changed how

130

00:05:45,800 --> 00:05:44,070

is vegetation change of Korean how is

131

00:05:47,530 --> 00:05:45,810

land use change occurring and the

132

00:05:49,640 --> 00:05:47,540

biggest problem we've had has been

133

00:05:51,770 --> 00:05:49,650

convincing our clients that you can use

134

00:05:53,390 --> 00:05:51,780

satellite imagery to assess change with

135

00:05:55,159 --> 00:05:53,400

the EO cap project has been able to give

136

00:05:57,530 --> 00:05:55,169

us is the funds to develop

137

00:06:00,170 --> 00:05:57,540

proof-of-concept products that we can

138

00:06:02,390 --> 00:06:00,180

take to our clients and say see we did

139

00:06:03,890 --> 00:06:02,400

it this is how it's done and it was a

140

00:06:06,770 --> 00:06:03,900

successful product and here's the

141

00:06:08,719 --> 00:06:06,780

product and then usually the minute

142

00:06:10,310 --> 00:06:08,729

somebody sees that they buy into it the

143

00:06:11,870 --> 00:06:10,320

far-reaching changes brought about by

144

00:06:13,760 --> 00:06:11,880

the Superfund legislation back in

145

00:06:15,469 --> 00:06:13,770

nineteen a he have altered the way we do

146

00:06:17,719 --> 00:06:15,479

business the way we transfer property

147

00:06:20,090 --> 00:06:17,729

the way we sell and deal with facilities

148

00:06:22,700 --> 00:06:20,100

the way we dispose of waste and we're

149

00:06:26,390 --> 00:06:22,710

coming in and trying to meet a need in a

150

00:06:28,730 --> 00:06:26,400

given market that allows us to to make

151
00:06:30,080 --> 00:06:28,740
it more efficient more expeditious both

152
00:06:33,380 --> 00:06:30,090
for the government and super fund

153
00:06:35,630 --> 00:06:33,390
projects as well as in industry and

154
00:06:38,150 --> 00:06:35,640
commercial applications it's allowing us

155
00:06:40,909 --> 00:06:38,160
to do it better and it less cost and

156
00:06:44,090 --> 00:06:40,919
therefore the everyone benefits from

157
00:06:46,040 --> 00:06:44,100
that these are real US companies who are

158
00:06:49,760 --> 00:06:46,050
working with NASA to develop new

159
00:06:50,570 --> 00:06:49,770
products processes or services to expand

160
00:06:53,130 --> 00:06:50,580
their girl

161
00:06:55,880 --> 00:06:53,140
clearly the EO camp and other commercial

162
00:06:59,100 --> 00:06:55,890
program opportunities make this possible

163
00:07:01,470 --> 00:06:59,110

in supporting commercial programs still

164

00:07:04,940 --> 00:07:01,480

a Space Center maintains the airborne

165

00:07:08,010 --> 00:07:04,950

instrument test system known as AI TS

166

00:07:10,950 --> 00:07:08,020

AIT s is a service to the commercial

167

00:07:15,000 --> 00:07:10,960

sector offering a full range of remote

168

00:07:19,650 --> 00:07:15,010

sensing instrumentation image processing

169

00:07:26,040 --> 00:07:19,660

software geographic information systems

170

00:07:27,810 --> 00:07:26,050

and data processing facilities NASA

171

00:07:29,730 --> 00:07:27,820

commercial partners work with an

172

00:07:31,980 --> 00:07:29,740

innovative staff with extensive

173

00:07:35,240 --> 00:07:31,990

experience in developing new remote

174

00:07:38,430 --> 00:07:35,250

sensing and GIS products and services

175

00:07:41,120 --> 00:07:38,440

NASA continues to search for efficient

176

00:07:44,130 --> 00:07:41,130

ways to work with the private sector as

177

00:07:46,159 --> 00:07:44,140

the commercial program evolves new

178

00:07:48,750 --> 00:07:46,169

partnership agreements will develop

179

00:07:51,810 --> 00:07:48,760

encouraging us industry to take

180

00:07:54,210 --> 00:07:51,820

advantage of nyssa technology and become