



OSBP

Learning Series Webinar

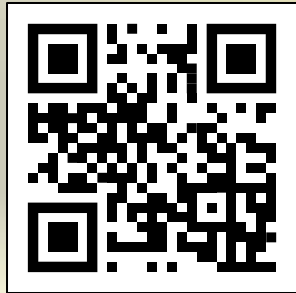
National Aeronautics and
Space Administration



GROWTH STRATEGIES: EXPANDING YOUR BUSINESS IN THE AEROSPACE INDUSTRY

DATE:

November 20, 2024



TIME:

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



Housekeeping

- If you have any questions during the presentation, please enter them into the Q&A Box.
 - **NOTE:** If possible, include the speaker whom your question is directed if multiple speakers are presenting.
- Other comments, like technical difficulties, please input them in the Chat Box.
- We will have a formal Q&A after the final presenter concludes, using questions from the Q&A Box.
- Please keep your computers on mute when not speaking.
- The presentation WILL be recorded. Attendees will receive an email once those materials are made available online.
- Please fill out the survey that will be available in the Q&A box during the presentation.

**GROWTH STRATEGIES:
EXPANDING YOUR BUSINESS IN
THE AEROSPACE INDUSTRY**



Do Your Homework!

- **Start** with a Small Business Specialist (SBS) at each NASA Center
 - Build relationships with the Center SBS and the Industry Small Business Liaison Office (SBLO)
- Learn about NASA 's various missions
 - Each NASA Center has different Missions
 - Varied mix of products and services
- Respond to Sources Sought Synopses / Request for Proposals
- Use Small Business resources:
 - Agency Acquisition Forecast
 - Procurement Technical Assistance Center (PTAC)
 - Small Business Administration (SBA)
 - Trade associations
 - Outreach Events

EXAMPLE

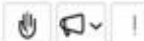


Participants (322) X

Search

Panelist: 22

Attendee: 300 (7 displayed)



Chat X

Hi Truphelia -- will you please add Vikram from SpaceX to the panelist group? He's logged in as "V Kothari (SPACEX)"

To: All Attendees

Enter chat message here



Q&A X



Polling X



Unmute

Start video

Share



Participants

Chat



3

Webex Closed Captioning is Available!

Select CC to enable **1**

Select ... to turn on the Captions panel to see speakers in sequence **2**

3

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Polling Questions

1. How did you learn about this webinar?

- a. OSBP Website
- b. Constant Contact
- c. SAM.gov
- d. Dynamic Small Business Database
- e. Social Media
- f. Eventbrite email
- g. Other

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

- a. YES
- b. NO

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Polling Questions Cont.

3. Which of the following classifications applies to your institution/organization/company?
- a. Small Business (SB)
 - b. Small Disadvantaged Business (SDB)
 - c. Large Business (LB)/Other than Small Business (OTS)
 - d. Women-Owned Small Business (WOSB)
 - e. Economically Disadvantaged Women-Owned Small Business (EDWOSB)
 - f. Veteran-Owned Small Business (VOSB)
 - g. Service-Disabled Veteran-Owned Small Business (SDVOSB)
 - h. Historically Underutilized Business Zone (HUBZone)
 - i. 8(a) Business Development Program Participant (8a)
 - j. Historically Black Colleges and Universities (HBCU)
 - k. Minority-Serving Institutions (MSI)
 - l. Nonprofit or Community-based Organization
 - m. Federal Government Agency/Department
 - n. State or Local Government Agency/Department
 - o. Other

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About the NASA Office of Small Business Programs

- NASA's Office of Small Business Programs (OSBP) primary mission since its inception has been to increase the representation of small businesses in NASA's contracting efforts.
- Headquartered in Washington, D.C., OSBP is under the leadership of Assistant Administrator Dwight D. Deneal and Deputy Assistant Administrator Robert Medina.
 - **INCLUSION** - OSBP efforts encompass all federally recognized socio-economic small business categories, and we work hard to make sure each type of business gets a fair chance to work with NASA.
 - **GROWTH** - Since 1979, OSBP has grown from only 4 civil servants and 3 contractors, to over 21 civil servants and over 6 support contractors -- all of which are small businesses.
 - **ADVOCACY** - OSBP continues to advocate for small businesses and amplify the important role they play in supporting NASA's mission to explore the universe.
 - **EDUCATION** - The NASA OSBP webinar series offers in-depth training relevant to small businesses; and provide the opportunity to ask questions directly to key points of contacts at the Agency.

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**Welcome from OSBP
Assistant Administrator**

Mr. Dwight Deneal

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OFFICE OF SMALL BUSINESS PROGRAMS

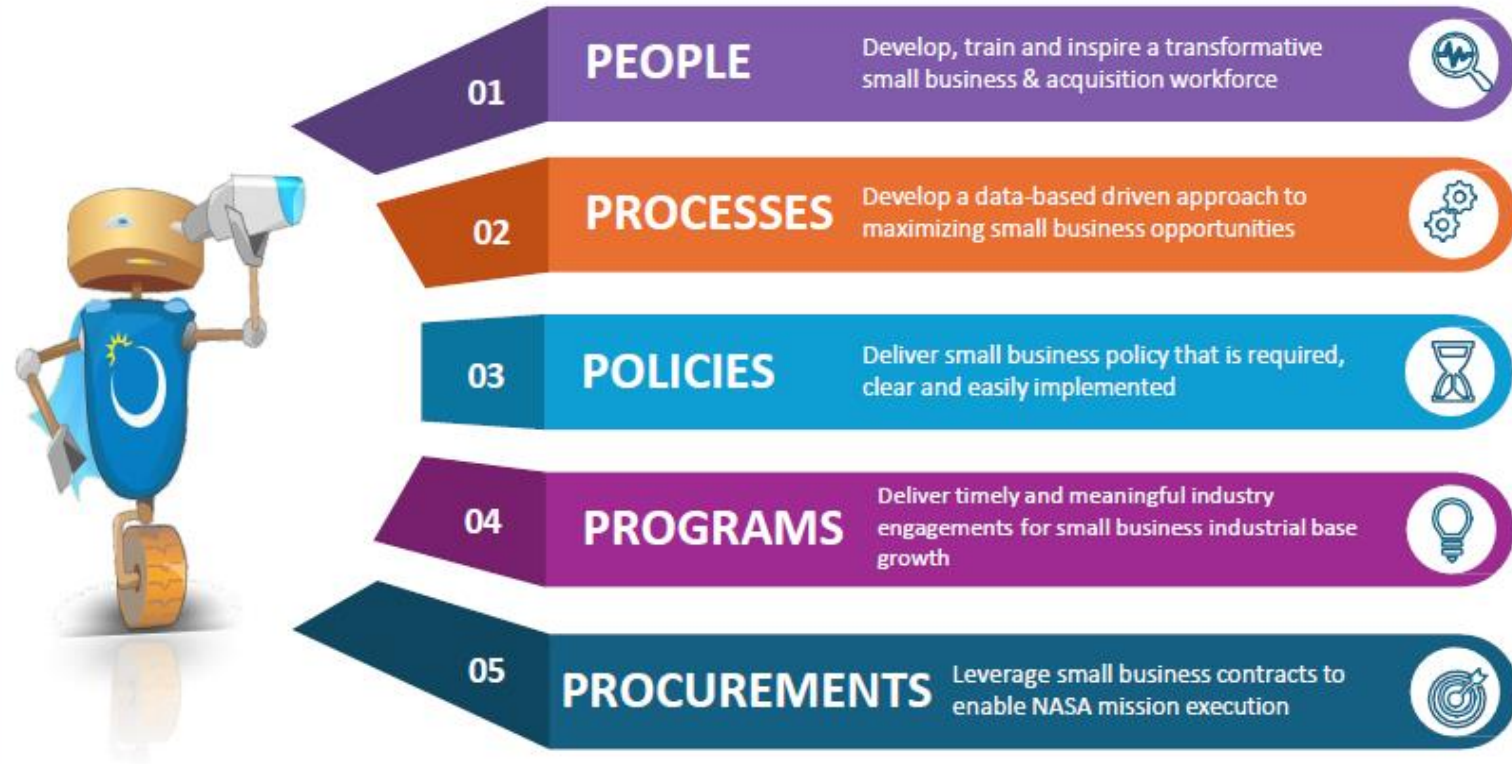
VISION

Improvement, Intensification and Sustainment of all small business concerns within NASA supply chains.

MISSION

Promote and integrate small businesses into the industrial base of contractors and subcontractors that support the future of space exploration, scientific discovery, and aeronautics research..

FOCUS



Meet the Speaker

Mr. David Canada

Director Global Supplier Diversity
Boeing Defense Space & Security
The Boeing Company

David Canada is director of Global Supplier Diversity for Boeing Defense Space & Security (BDS). Named to this role in 2023, he has primary responsibility for building stronger relationships with the diversity office at the DoD and with the respective representatives of the branches of services. David joined The Boeing Company in 2007 as an industrial engineer on the V-22 Osprey line. He implemented new project management tools that resulted in automated workforce planning and improved the schedule planning efficiency. David grew, taking on new challenges and roles across Boeing.

As IT procurement manager, he managed 18 procurement agents, 30 suppliers, and more than \$250 million in contracts. He moved on to serve as chief of staff to the Vice President of BDS IT Business Partners. He continued his career as the Senior Manager, Mergers & Acquisitions Integration Strategy, where he led mergers and acquisitions estimated at \$2.5 billion, and also managed critical cybersecurity issues and systems tied to subsidiary integration.

David earned a bachelor's degree in Mechanical engineering from Howard University, and a master's degree in Business Administration and a Certification in Project Management. Giving back is a part of who David is. He serves on the board of the following non-profit organizations: National Science and Technical Medals Foundation, BeOrg, Black Alliance of Colleges & Employers (BACE), Step Afrika, Wearable Tech Ventures and Positive Deposits. David is also very passionate about STEM education and increasing the number of minorities in technology fields. He serves as an active corporate representative for the Black Engineer of the Year Awards, Advancing Minorities Interest in Engineering as well as the Execution Sponsor for the National Society of Black Engineers.

GROWTH STRATEGIES: EXPANDING YOUR BUSINESS IN THE AEROSPACE INDUSTRY





Expanding Business in Aerospace & Defense

David Canada

Director, Global Supplier Diversity





The Aerospace & Defense industry needs suppliers who are looking towards the future

What Are You Great At?

Procurement Focus Areas

AEROSPACE
SUPPORT



AVIONICS & AVIONICS
COMPONENTS



COMMON AEROSPACE
COMMODITIES



ELECTRICAL,
HYDRAULIC AND
MECHANICAL
SYSTEMS –



INTERIORS



MAJOR
STRUCTURES



NON PRODUCTION
GOODS & SERVICES



PROPULSION
SYSTEMS



PURCHASES
OUTSIDE
PRODUCTION

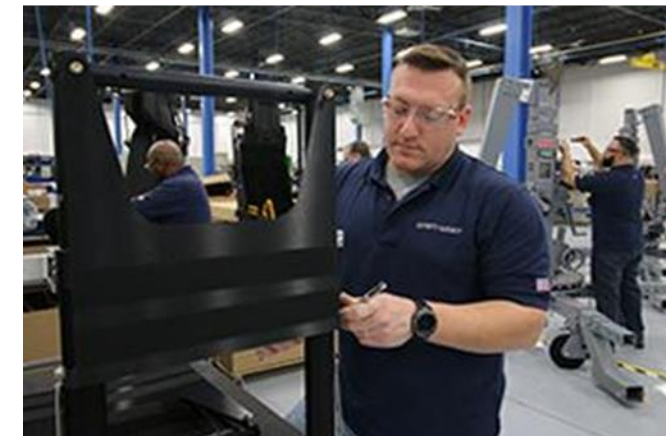


TECHNOLOGY



Industry is looking for suppliers who can:

- 1 Understand and demonstrate how offerings can directly enhance the business
- 2 Committed to performance excellence
- 3 Demonstrate financial stability + enhance affordability
- 4 Share feedback on what can done better
- 5 Operate in accordance with customer standards



Market Trends & Growth Areas

Key trends

2025 Aerospace and Defense Industry Outlook



- 1** Aerospace and defense companies are identifying opportunities to integrate digital technologies in their maintenance, repair, and overhaul services to realize value.
- 2** 2025 may be a pivotal year in the workforce as digital technologies like AI or gen AI could play an increased role in enhancing traditional talent strategies.
- 3** The industry is expected to see continued and growing focus on rocket technology, unmanned systems, and space capabilities.
- 4** Many advanced air mobility manufacturers and operators are setting ambitious targets to launch operations, with frontrunners working to achieve flight certification.
- 5** Supply chain visibility is likely to be top of mind for the year ahead as parts shortages and delivery delays, shipping costs, and sourcing concerns are likely to continue impacting the industry in 2025.

Source: Deloitte analysis.

Deloitte. | deloitte.com/us/en/insights/research-centers/center-energy-industrials.html

Potential Deal Types & Definitions



- **Acquisition:** Purchasing of a company or part of a company (i.e. product line) to support business and strategic imperatives



- **Divestiture:** Selling company or piece of an existing business (i.e. product line); typically business no longer supports strategy

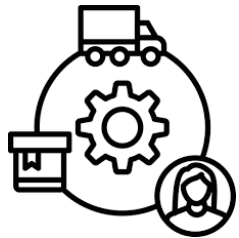


- **Equity Investment:** Investing in an external party to grow the business in support of initiatives



- **Joint Venture:** Partnering with another company to leverage strategy and business opportunities. Ownership in a new entity may be a majority, minority or equal position

Growth Strategies for Aerospace & Defense Suppliers



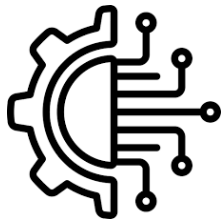
Supply Chain Optimization:

- Resilient Networks
- Real-time Visibility
- Strategic Partnerships



Research and Development (R&D):

- Future Trends
- Collaboration



Technological Innovation:

- Additive Manufacturing
- Digital Transformation
- Advanced Materials



Sustainability Focus:

- Environmental Impact
- Lifecycle Management



Market Expansion:

- Emerging Markets
- Diversification
- Customer Focus

Contact Information

- David Canada
- Director of Global Supplier Diversity
- Phone: 703-203-6472
- Email: David.Canada@boeing.com





Q&A

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How can we quickly deliver the capability to meet the current growing needs globally?

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How can you help small businesses do business with NASA if only the big organizations win the contracts, and they choose the small-disadvantaged businesses to work with? Is it possible you can support us to start working and collaborating?

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What is the best way to engage program managers to understand their needs?

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How do small businesses get a chance to bid as subs on contracts?

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Who should I contact to get
business opportunities?

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Will you be able to share any of the forecast over this next fiscal year and beyond that we can prepare for?

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We are a small manufacturing machine shop and have the capability on manufacturing many products. How do we go about providing our services to NASA?

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What practical actions can a small business take to get a chance to compete for contracts in spaces they have no experience or access to?

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What are the most effective methods for a small business to break into the space and defense market and make a name for themselves?

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How can I partner with primes?

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Is there an opportunity for a successful
Mentor/Protégé Program?

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How can a company start to do business with NASA if they have not worked with them before?

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OSBP Updates

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Register Today!

Registration is open for our next OSBP Learning Series: Access to Capital and Federal Funding Resources Overview

December 18, 2024, at 1:00 p.m. ET



Scan this QR code to register for the NASA OSBP Learning Series or click the link below.

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Upcoming OSBP Learning Series



Upcoming OSBP

December 20, 2024

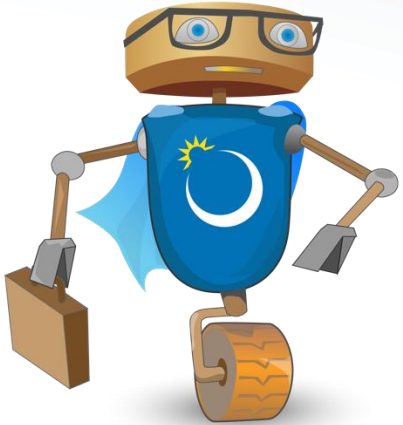
Access to Capital and Federal Funding Resources Overview

January 15, 2025

Partnering for Innovation: Doing Business with NASA Research Centers

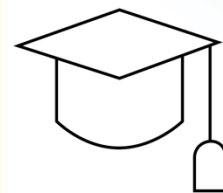
February 19, 2025

Partnering with NASA: Doing Business with NASA Space Centers



SCAN ME

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Learning Series Webinar

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)
- Specialized features: (e.g., NASA users XXX; Vendor users XXX)



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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 user-friendly 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 [iTunes App Store](#) or [Google Play](#).

Privacy Policy

NASA OSBP Mobile's Privacy Policy can be viewed at [NASA OSBP Mobile Privacy Policy](#).

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/>

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OSBP Gets Social! Follow us!!



[@NASA_OSBP](#)



NASA Office of Small
Business Programs -
NASA OSBP



Check out NASA's
LinkedIn page for
OSBP updates!

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LIFT-OFF!



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.



National Aeronautics and Space Administration



NASA OSBP is gearing up for Small Business Saturday!

Join us tomorrow as we highlight the essential role small businesses play in advancing NASA's mission and creating a stronger community.

[#SmallBizSaturdayNASA](#)

*Empowering Small Businesses,
Strengthening Communities*

SMALL BUSINESS SATURDAY November 30, 2024

www.nasa.gov



OSBP Publications

OSBP provides many resourceful publications to the small business community.

The Small Business Guide to NASA
Small Business Industry Awards
NASA OSBP Spotlight
Other Publications

To view/download, visit:

<https://www.nasa.gov/osbp/osbp-publications>

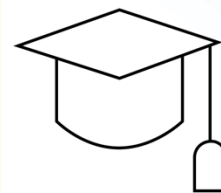
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OFFICE OF SMALL BUSINESS PROGRAMS
... where small business makes a big difference



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Learning Series Webinar



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 smallbusiness@nasa.gov!

Learn more about NASA OSBP!

www.nasa.gov/osbp

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