

BUSINESS INNOVATION SYMPOSIUM (E6)

Encouragement of Government Purchasing from Commercial Providers: Models and Examples (1)

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HOW TO STIMULATE EMERGING SPACE MARKETS THROUGH SPECIFIC GOVERNMENT
PROCUREMENT STRATEGIES**Abstract**

New markets with value for both public and private interests are on the horizon. Understanding the best types of public-private partnerships and other government procurement strategies to maximize return on government investment is important. This paper will examine the various types of procurement models, identify new space markets, and analyze which procurement strategy may be optimal to support development of each type of new market.

Procurement methods: A variety of public-private partnerships and other government procurement methods exist. Partnerships that support technology development differ from those that are focused on creating a sufficient economy of scale to lower service costs. Political interests may also create partnerships that aim to slow the spread of new technologies to foreign countries or to protect indigenous capability. Prize models may raise public awareness but produce unpredictable results. Each procurement methodology will be examined to understand its strengths and weaknesses.

Emerging markets: Examples of emerging technologies and services with potential for shared public and private value include: suborbital research, commercial crew transportation, broadband data relay, orbital refueling, space tugs, automated/remote medical treatment, materials fabrication, and robotic construction.

Matching procurement methods with markets: The needs of the emerging markets will be compared with the strengths and weaknesses of the various procurement methods to determine the best match during each stage of market maturation. In addition this paper will attempt to create a general methodology for applying the correct type of procurement strategy to markets with specific characteristics.