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## Office Work Instruction

HOWI 7020-U019 Baseline

April 18, 2000

Responsible Office: UM/Space Utilization and Product Development Division

### **Subject: Registration and Disposition Process for ISS Entrepreneurial Offers**

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#### **Addendum:**

#### **Entrepreneurial Offer Components September 16, 1999**

Please include information addressing the following components in your entrepreneurial offer. Passages should be brief and concise.

##### Offer description:

- Describe business venture – technical & commercial merits
- Project milestone schedule
- Private investment
- Services required from the US Government/NASA
- Benefits to the Government/NASA/public
- Terms and conditions of Agreement

##### Technical information

- description of hardware/software/services
- description of operational concept

##### Company information & Management Team

- Ownership
- Location and Facilities
- Services provided
- Team Members
- Points of contact (business & technical)
- Organizational Structure

##### Market Analysis & Strategy Summary

- Industry Analysis – competition, risks, etc.
- Target market and projected market capture
- Marketing strategy
- Sales Forecast and basis of estimates (Pricing)

##### Financial Plan

- Capital investment plan
- Contingency plan
- Break Even Analysis
- Profit and Loss
- Projected Cash Flow
- Projected Balance Sheet

Letters of intent/commitment – financial, personnel, customers