

Executive Summary

Date Prepared: 27 August 2007

Presenter's Name: Ken Davidian
Presenter's Title: Commercial Development Strategy Lead
Presenter's Organization/Company: NASA HQ

Presentation Title

ESMD Commercial Development Strategy Overview

Key Ideas

NASA's Exploration Systems Mission Directorate (ESMD) understands the benefits to a thriving commercial space industry and has developed a strategy that will help the space agency accomplish its exploration goals through the acquisition of commercial space capabilities. This presentation gives the goals and rationale of the ESMD Commercial Development Strategy (ECDS). The statements of authority and of policy supporting this strategy are provided and the evolution from the more traditional NASA Technology Commercialization Policy to the ECDS is described. The barriers of entry targeted by the ECDS and its basic elements are given. An approach to identify candidate commercial space capability industries for development is also described.

Supporting Information

This presentation describes the standard framework with which to evaluate, prioritize, and select proposed ESMD programs, projects, and activities with respect to "encouraging commercial space capabilities".

At the level of NASA Headquarters (HQ), ESMD is responsible for all exploration-related activities across the agency. Programs and projects within ESMD must develop and execute tasks and activities that support NASA's exploration mission goals.

The ESMD Commercial Development Strategy (ECDS) is a comprehensive set of goals, approaches, strategic elements, and evaluation and selection criteria for program and project tasks and activities in fulfillment of the NASA Strategic Plan Goal 5, "Encourage the pursuit of appropriate partnerships with the emerging commercial space sector".

The ECDS has been developed and supported by individuals from other mission directorates and mission support offices within NASA HQ, as well as with significant contributions from ESMD personnel located at various NASA field centers throughout the country.