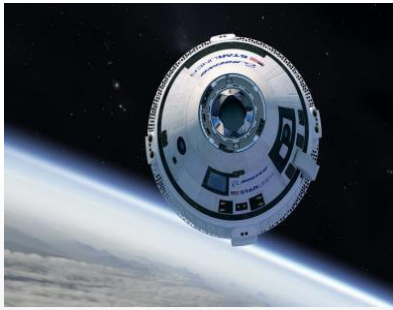


The background of the slide is a deep space scene. It features a dark blue and black sky filled with numerous bright stars of varying colors, including white, yellow, and blue. A prominent feature is a large, reddish-brown planet, likely Mars, which occupies the right side of the frame. The planet's surface is detailed with various shades of brown and orange, showing some darker spots and lighter areas. In the upper center, there is a smaller, glowing purple and blue nebula or star cluster. The overall lighting is soft, with a slight glow around the planet and the star clusters, creating a sense of depth and vastness.

# Doing Business with NASA (Hybrid) Outreach Event

**Hosted By**  
The Catalyst Center  
for Business & Entrepreneurship

Doing Business with the Primes  
June 4, 2024



**CST-100 Starliner**

- 336414
- 541330
- 332992
- 332510
- 314999
- 336415
- 541712
- 333514
- 334418
- 332322



**International Space Station**

- 336412
- 332912
- 541712
- 541330
- 334111
- 334418
- 336413
- 334220
- 334413
- 336419



**Space Launch System**

- 336414
- 541330
- 334220
- 336413
- 332912
- 336415
- 333514
- 332322
- 332911
- 332312

# The Boeing Company

Global Supplier Diversity

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Christopher Rad | Los Angeles, CA  
Small Business Liaison Officer  
christopher.rad@spacex.com



DRAGON



FALCON 9



FALCON HEAVY



STARSHIP

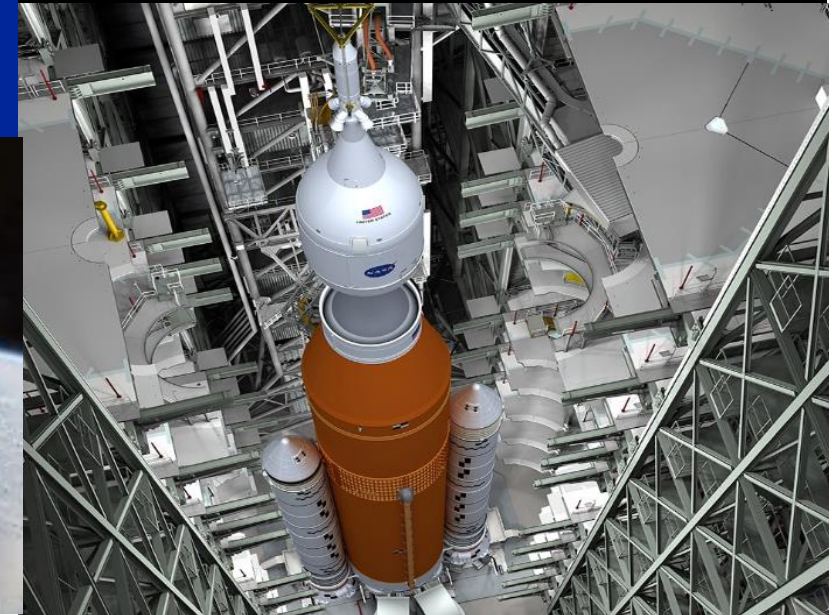
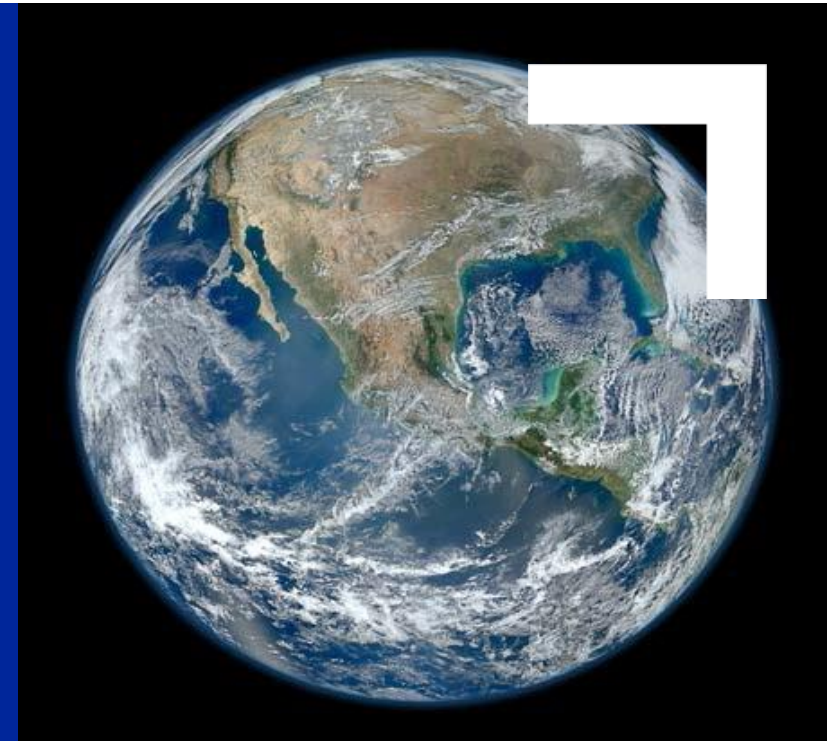
NAICS Code	Description
332710	Machine Shops
332722	Bolt, Nut, Screw, Rivet and Washer Manufacturing
334419	Other Electronic Component Manufacturing
325998	All Other Miscellaneous Chemical Product and Preparation Manufacturing
339991	Gasket, Packing, and Sealing Device Manufacturing
332912	Fluid Power Valve and Hose Fitting Manufacturing
332322	Sheet Metal Work Manufacturing
333992	Welding and Soldering Equipment Manufacturing
334513	Instruments and Related Products Manufacturing for Measuring, Displaying, and Controlling Industrial Process Variables

Interested in becoming a SpaceX supplier? Please visit [spacex.com/supplier](https://spacex.com/supplier)

# Northrop Grumman Space Sector

Jenifer Scoffield  
SBLO

[Jenifer.Scoffield@ngc.com](mailto:Jenifer.Scoffield@ngc.com)





Jacobs Space Exploration Group  
JoAnn Belt, Small Business Liaison Officer

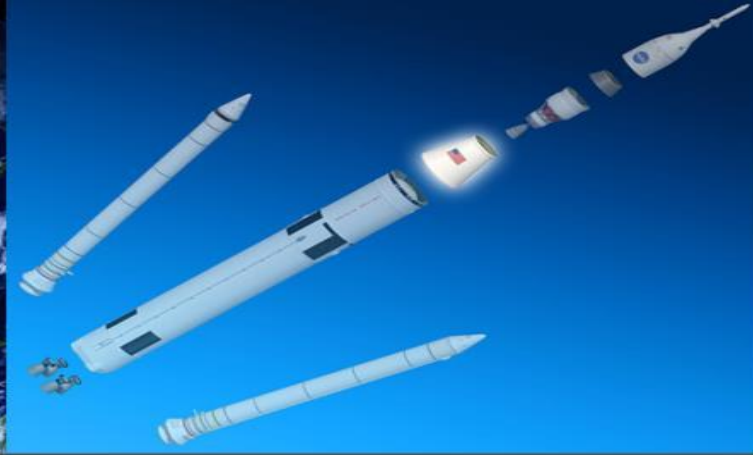
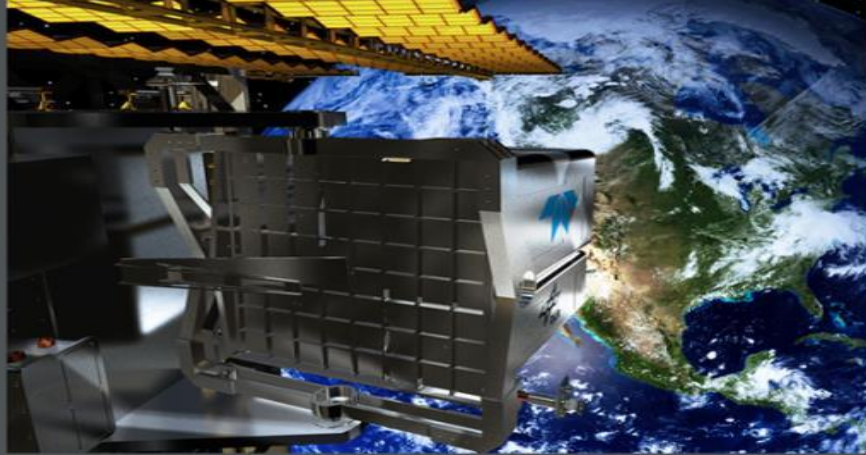
[joann.v.belt@nasa.gov](mailto:joann.v.belt@nasa.gov)

256-975-1838

**Jacobs**

Challenging today.  
Reinventing tomorrow.

TELEDYNE BROWN ENGINEERING



Debbie Batson

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256-726-1393

Many images contained herein courtesy of NASA



## NAICS CODES NEEDED

**LIST IS NOT ALL INCLUSIVE**

COMMODITY DESCRIPTION	NAICS CODES
Fabricated Structural Metal Manufacturing	332312
Machine Shop	332710
Industrial Valve Manufacturing	332911
Other Metal Valve and Pipe Fitting Manufacturing (Actuators)	332919
All Other Misc. Fabricated Metal Product Manufacturing	332999
Electronic Computer Manufacturing	334111
Radio and Television Broadcasting and Wireless Communications Equipment Manufacturing (Hardware)	334220
Printed Circuit Assembly (Electronic Assembly) Manufacturing	334418
Other Electronic Component Manufacturing (Cable Assembly)	334419
Search, Detection, Navigation, Guidance, Aeronautical, and Nautical System and Instrument Manufacturing	334511
Guided Missile and Space Vehicle Propulsion Unit and Propulsion Unit Parts Manufacturing (Motors)	336415 336419
Hardware Merchant Wholesalers	423710
Satellite Telecommunications	517410
Engineering Services	541330
Space Research and Technology	927110

**SupplierDiversity@BlueOrigin.com**

Internal – Blue Origin Proprietary Information – Blue Origin and Trusted Partners, Subject to Export Control

- ▶ **Small Business**
  - Goals/Subcontracting/Partnerships**
- ▶ **Marketing Strategies**
- ▶ **Teaming**
- ▶ **Subcontracting Attributes**
- ▶ **Final Thoughts**
- ▶ **Questions**



# Partnerships

# THE WORLD'S MOST POWERFUL ROCKET

## **Interim Cryogenic Propulsion Stage:**

The second stage for the first SLS launch will push Orion beyond the moon.

## **Orion:**

Carries explorers safely into space & back.

## **Core Stage:**

Larger than any other rocket stage, the SLS core stage holds fuel for launch.

## **Stage Adapters:**

One of the vehicle's stage adapters provides space for sending several small spacecraft to the moon and beyond.

## **Solid Rocket Boosters:**

The largest boosters to ever fly will provide most of the power for the first two minutes of flight.

## **RS-25 Engines:**

The most reliable engines of their kind; upgraded with new technology.

## Pre-Marketing Strategies

- Recommend Register in System for Award Management (SAM.gov) to generate new Unique Entity ID - Official identifier for doing business with the government and SBA (Dynamic Small Business Search). Please update annually or as company capabilities and key contact's change.
- Have your Capabilities Statement Ready (1-2 pages)
- Have Elevator speech ready
- Have supply of Business Cards

### Be Prepared

- Have knowledge about the Corporation/Organization (technical/relationships)
- Know how you fit into the business (Are we using your commodity/service in our products)
- Know the Prime customers and programs they support
- Identify technology, if applicable, that may be a factor for further discussion

# Marketing Strategies – Jenifer Scofield, Northrop Grumman Space System

## 1<sup>st</sup> Meeting Introduction/Market your capabilities

### DO

- Be Focused, Positive (One time to make a first impression)
- Be prepared and understand where your capabilities can benefit their business
- Discuss Customers, locations, SB Classification, # of employees
- Identify Opportunities/discuss particular opportunity
- Share who you know (customer relationships)
- Quality Standards/Certifications
- Ask Questions (next step)/Understand communication preference
- Ask preference of soft copy and/or hard copy of Capabilities

### AVOID

- Suggest the Prime visit your Website for Capabilities
- Use the SB Classification as a capability/strength
- Promise something and not deliver

## Preparation for meeting with Decision Makers

### DO

- Follow-up with Point of Contact (POC) for next step (meeting/telecom)
- Notify everyone involved weeks prior to determine if an NDA (Non-Disclosure Agreement) is needed
- Assemble the right team to engage in a more in-depth discussion to ensure you are prepared for a higher-level meeting
- Request appropriate file type, (i.e., PDF) when providing requested documentation
- Understand your audience profile from POC
- Follow-up with POC if you do not get a response
- Finalize Meeting Date/Time/Location
- Rely on your POC to help you understand situational awareness

### AVOID

- Send the POC a meeting invite if not pre-coordinated
- Exclude the original POC if begin working with different POC
- Send a blast thank you note

# Marketing Strategies – JoAnn Belt, Jacobs Space Exploration Group

## Meeting to Align Core Competencies for Growth/Teaming

### DO

- Provide short re-cap of your business and who referred you
- Be prepared to discuss
  - Pertinent past performance
  - Unique capabilities (top differentiators)
  - Specific programs or areas of interest
- Develop Strategic Alliance
  - Understand the communication preference
  - Explore needs/gaps and provide solutions
- Be time sensitive. Do Not try to prolong discussions
- Active listen to opportunities (make it interactive)
- Understand Company Organization in area pursuing work

### AVOID

- Talking general if you are interested in specifics
- Being afraid to ask questions
- Promising something and not deliver

## Engaging Primes for Teaming Opportunities

### DO

- Research the solicitation
  - Begin 18-24 Months out from expected RFP
  - Monitor agency forecast and schedules
  - Respond to RFIs and Sources Sought
  - Review the SOW/PWS
  - Know your fit
- Communicate your interest to SBLO
- Stay in touch with SBLO on teaming decisions
- When selected to team
  - Invest resources and expertise to the proposal
  - Be prepared for timely responses
  - Provide quality input & be thorough

### AVOID

- Waiting too long to start!
- Too frequent reach outs on teaming decisions

# Subcontracting Attributes – Vanessa McKenzie, Blue Origin

- Work honestly and ethically
- Communication skills (schedule, issues)
- Ability to work as a Team
- Customer Focused
- Provide reasonable cost
- Maintains good safety record
- Has relevant experience/past performance
- Reliable/Responsive/Flexible
- Committed to Quality
- Financially responsible
- Patient with the Prime & Customer
- Unique Capability (top 3 differentiators)
- Specific programs or areas of interest
- Commitment to invest resources (B&P monies)
- Understands the issues and can develop a path ahead for future business
- Fosters relationship

# Final Thoughts – Taylor Beitler, The Boeing Company

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- Understand the industry in which you are involved
- Develop your strategy plan early on
- Highlight your unique capability
- Always remember to be innovative, be able to back it up
- Don't bad mouth your competitors
- Be ready to reply on short notice
- Work through the small business liaison officer or other designated point of contact
- Be kind, patient and persistence
- Market Your Business - Increase your company's visibility
- Network, Network, Network

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# Questions?