

Army Small Business Conference

November 7 ~ 8, 2007





**KEYS TO
SMALL BUSINESS
SUCCESS**



Definition of Successful

- *Having a favorable outcome*
- *Having obtained something desired or intended*
- *Having achieved wealth or eminence*



Success Requires...

ATTITUDE

&

APTITUDE



With Major Influence

ATTITUDE

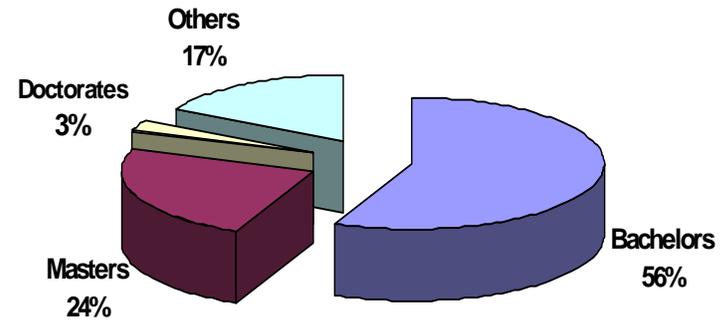


TEC-MASTERS, INC.

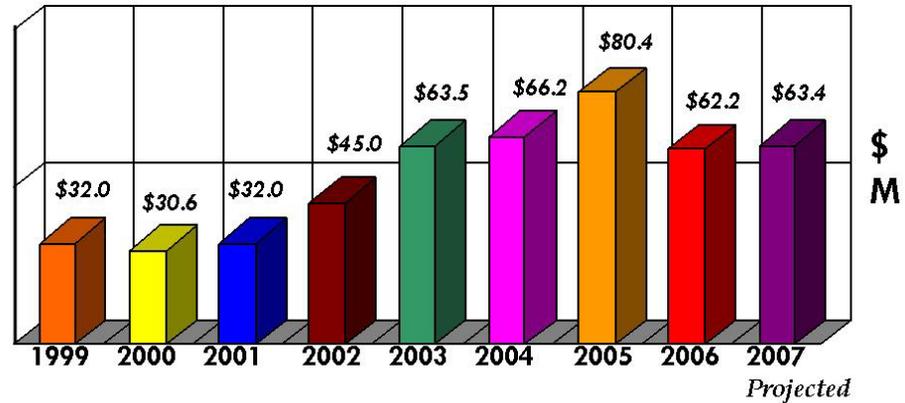
Huntsville, Alabama

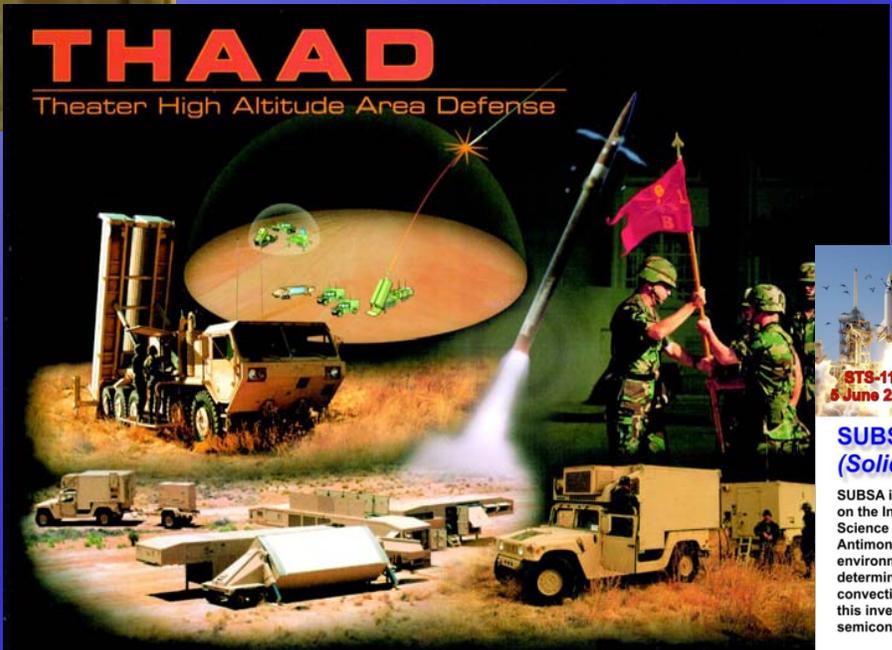


Professional Degrees



Annual Revenue





SUBSA
(Solidification Using a Baffle in Sealed Ampoules)

SUBSA is a microgravity experiment that will be operated on the International Space Station in the Microgravity Science Glovebox. SUBSA will investigate Indium Antimonide (InSb) crystals grown in a microgravity environment using an automatically moving baffle to determine if it will significantly reduce thermal convection during sample processing. The goal of this investigation is to improve the production of semiconductor material used in computer chips.



As the Prime Contractor for Hardware development, TMI designed and built the experimental hardware.

PFMI
(Pore Formation and Mobility Investigation)

PFMI is a microgravity experiment that will be operated on the International Space Station in the Material Science Glovebox. PFMI will



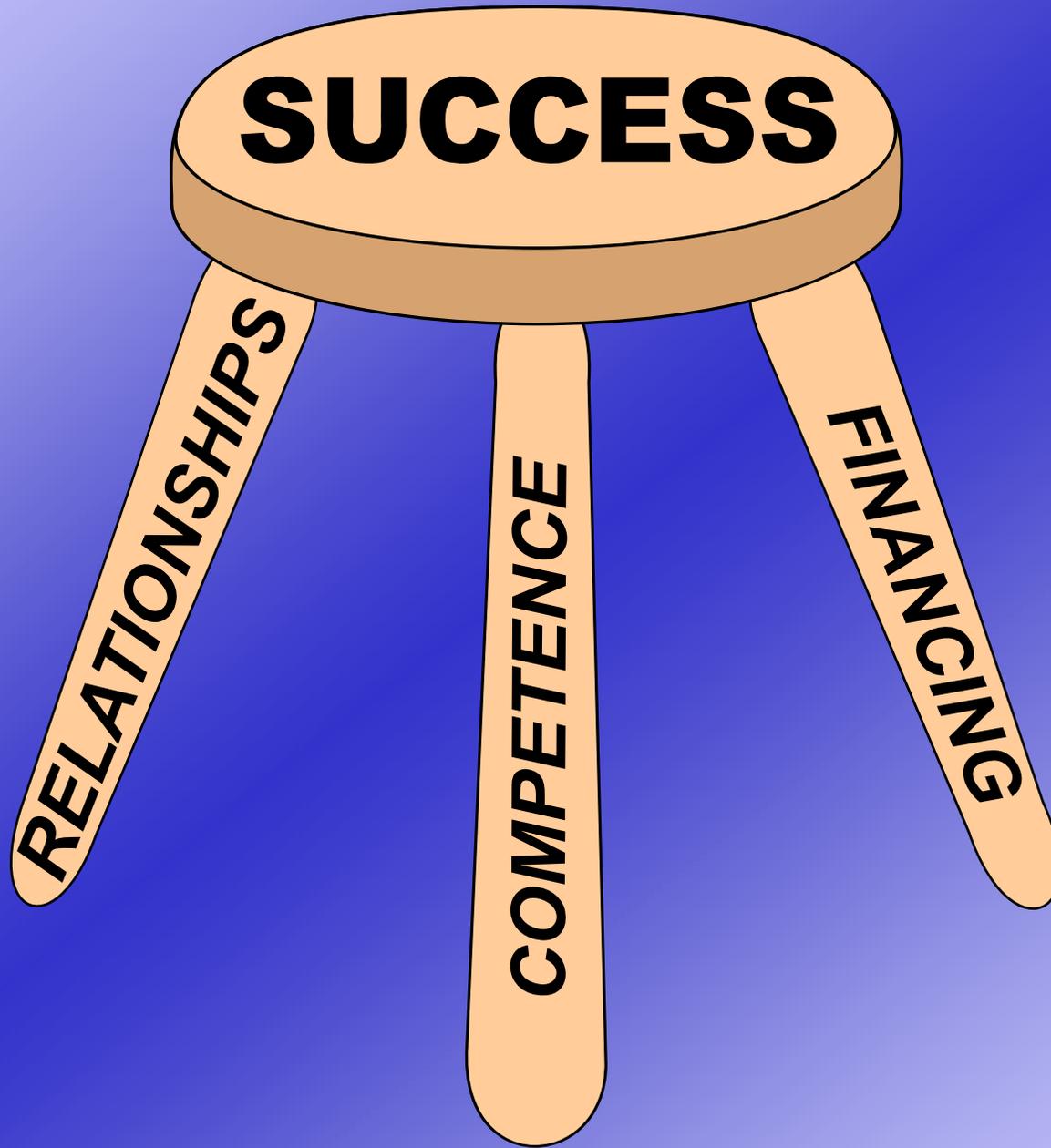
investigate crystal growth in a microgravity environment that will hopefully improve the production of uniform composites.







- **COMPETENCE**
- **RELATIONSHIPS**
- **FINANCING**



COMPETANCE

- **Have Something to Sell**
(Product / Service)
- **Understand Requirements of Marketplace**



COMPETANCE

- **Have Something to Sell**
(Product / Service / Yourself)
- **Understand Requirements of Marketplace**



Jobs Taxes Relationships



*U.S. Small Business Administration
8(a) Business Development*



SUCCESS

COMPETENCE

RELATIONSHIPS

FINANCING

RELATIONSHIPS

- ~~Finding People to Buy Products / Services~~
- Partnering to Achieve Shared Long-Term Objective



RELATIONSHIPS

- ~~Finding People to Buy Products / Services~~
- Partnering to Achieve Shared Long-Term Objective
 - Sub-Contractor to Large Business
 - Team Members with Small Business
 - With Financial Institutions
 - With People

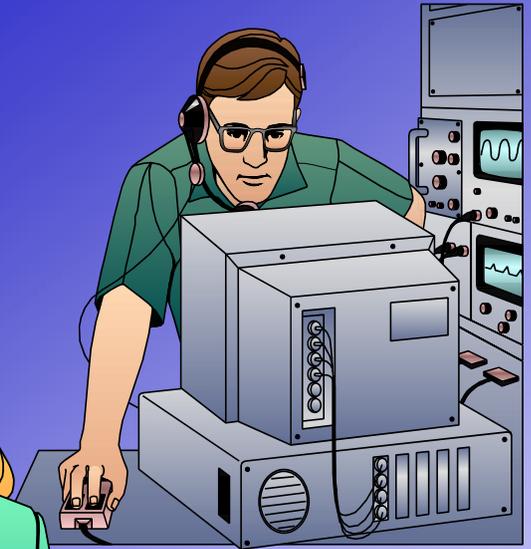
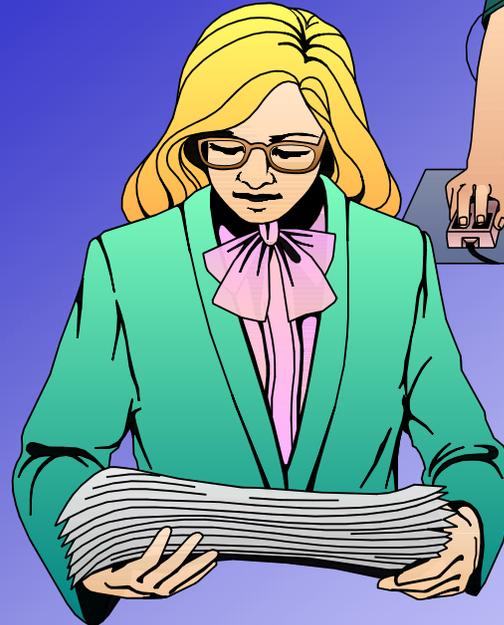


Relationships with People

- **Who Know Someone**
- **Who Know Something**

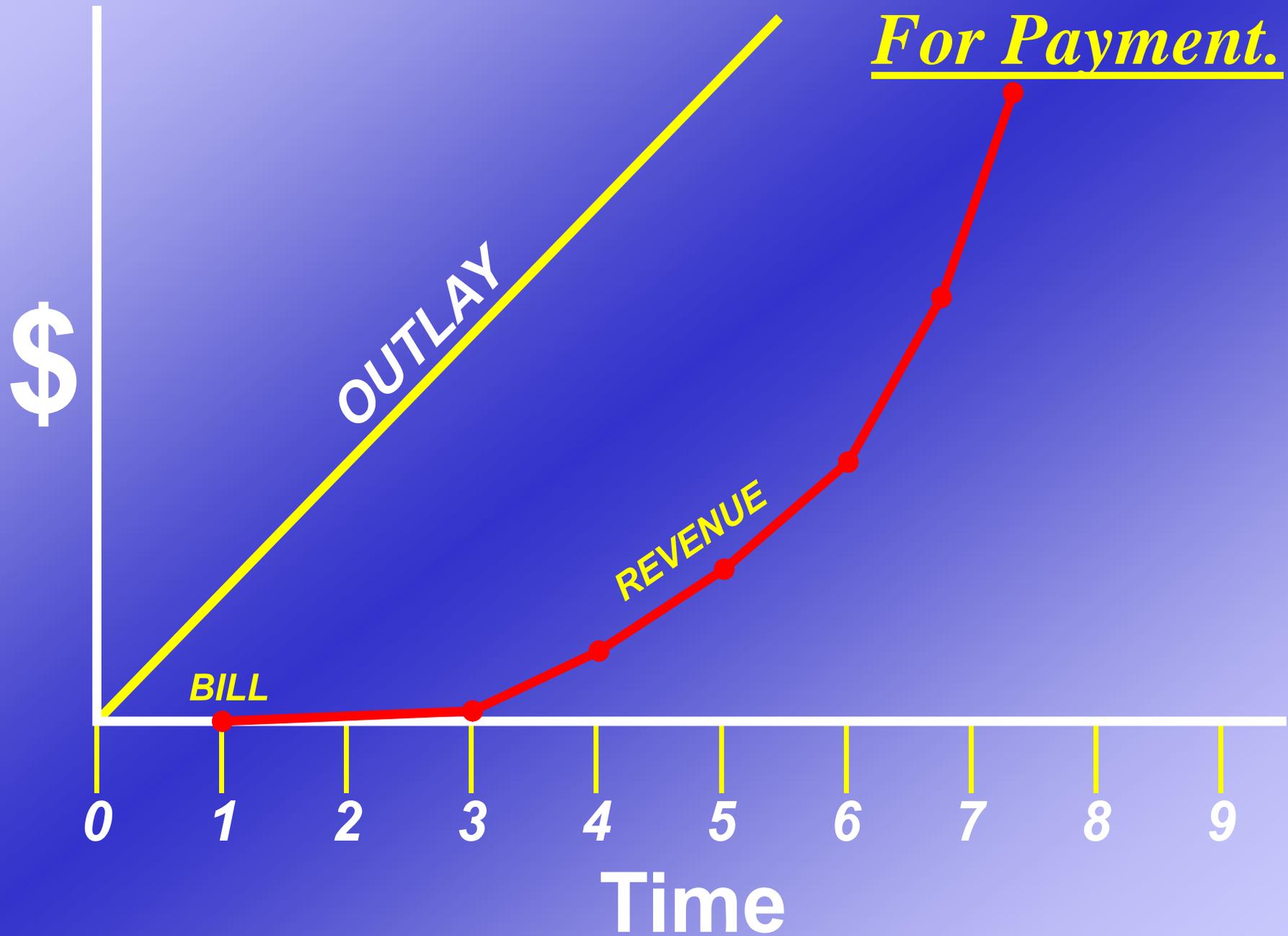
Relationship with People Who Know Something

- **Hire Them**
- **Train Them**
- **Retain Them**

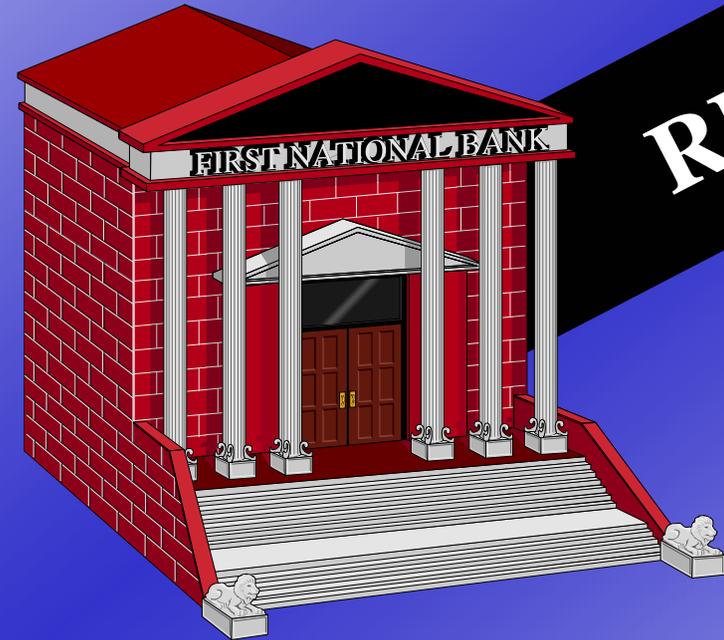




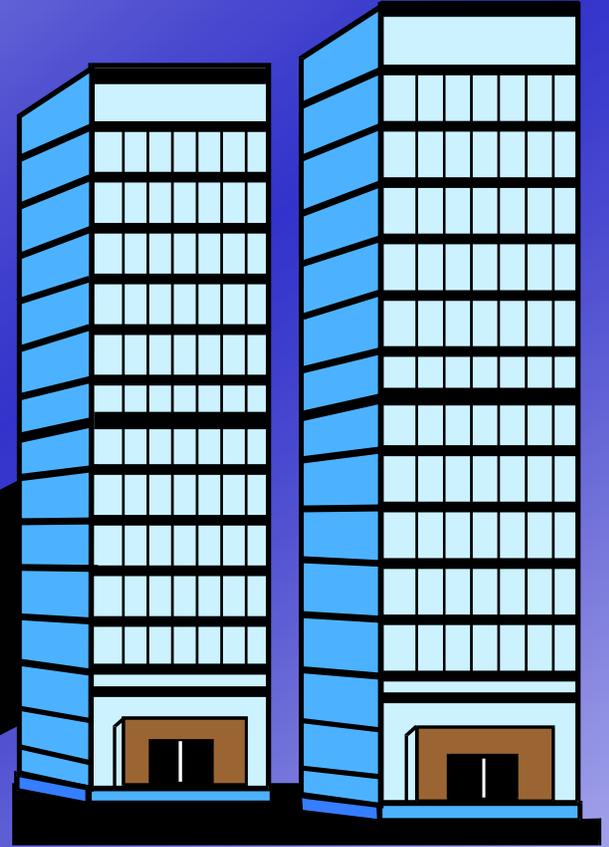
*Negotiate Shortest
Turnaround Time
For Payment.*





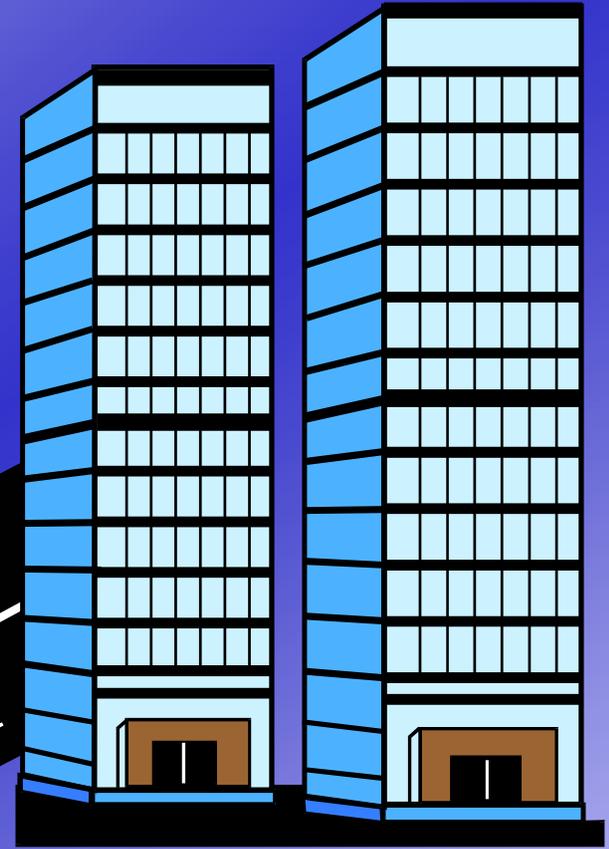


RELATIONSHIP





RELATIONSHIP
RELATIONSHIP





- **No One Owes You An Opportunity To Be In Business**
- **People Do Business With People They Like**
- **Cash Flow & Bottom Line DO Matter**



- Make your company the best value for small and large business: ISO Certification – 6 Sigma – Earned Value Model – Capabilities Maturity
- Understand what is important to large business – at the end of the day, it's stockholder equity
- Bring value to the team
- Focus your capabilities presentation

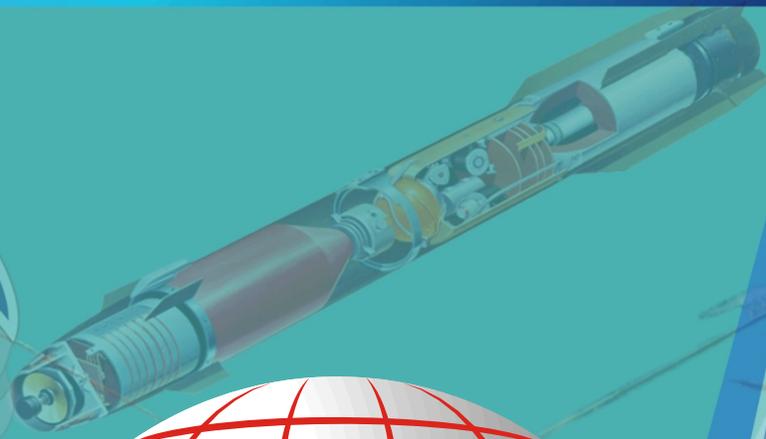
- Prepare a capabilities presentation that prompts the listener to talk and the presenter to listen
- Use Marketing Planning Tools
 - Prime Contractor List
 - Support Contract List
 - Acquisition Forecast

- Staying in business is not a right
- Business is not easy
- Think out of the box
- You must make your own opportunities
- Team where you have a sponsor
- Look and listen for requirements that you can fill
- If you did not show up the work would be performed

- Understand the customers' requirements
- Win the effort before the requirement documents are official
- There are no guarantees
- Seek advise from winning partners
- Know where you stand with present and past customers

- Understand the contract terms and conditions thoroughly and be responsive to all terms and conditions
- Performance measurement tools will always make your business attractive for teaming
- Show how you minimize technical, schedule, and cost risk
- At the end of the day, it is not about building our business, but delivering quality products to the Warfighter that work EVERY TIME.

TRADITION OF EXCELLENCE



U.S.  ARMY

AIR AND MISSILE DEFENSE



PROGRAM EXECUTIVE OFFICE



TACTICAL



PROGRAM EXECUTIVE OFFICE

PRECISION STRIKE

MISSILES

U.S. Army

SMDC

Space and Missile Defense Command

