

# SAB Economic Development Working Group

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# Background & Members

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## ▪ **Background**

- Followed from discussion at last SAB meeting
- Potential follow-on to PPP Task Group
- Identified volunteers to meet and discuss purpose and scope
- Prefer title different from “Business Development” since BD has clear meaning in private sector
- Purpose & scope of Economic Development WG unclear
  - Discussion uncovered additional considerations and perspectives, further confounding efforts to distinguish clear objectives of WG

## ▪ **Members Participating in Discussion**

- Jon Allan
- David Grimes
- John Kreider
- Emily Pidgeon
- Tony Wu



# Perspective: NOAA as Part of DoC

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- **US Department of Commerce Mission**
  - To create the conditions for economic growth and opportunity for all communities to:
    - Improve U.S. economic competitiveness
    - Strengthen domestic industry
    - Spur growth of quality jobs
  
- **DoC Strategic Goals**
  - Drive US innovation and global competitiveness
  - Foster inclusive capitalism and equitable economic growth
  - Address the climate crisis through mitigation, adaptation, and resilience efforts
  - Expand opportunity and discovery through data
  - Provide 21st century service with 21st century capabilities
  
- **Potential Role for NOAA**
  - Embrace private sector partners and act as enabler of economic growth (within NOAA swim lanes) to further DoC strategic goals supporting economic growth
    - NWS has done previously
    - NASA is example with full partners & risk sharing

## Recognize differences and build on strengths

- **NOAA**
  - Responsible to safeguard public trust
  - Important mission operations (e.g., weather forecasts, fisheries, NOS, space...) & regulatory role
  - Generally science oriented (careful)
  - Risk averse
  - **Not agile** (slow to adapt and prioritize, hard to add/shift resources)
  
- **Private Sector**
  - Motivated by profit and return on invested capital
  - Easier to raise capital and allocate resources (money and people)
  - **More agile** – can adapt quickly, stop low value efforts, focus on high value
  - **Better at innovation and rapid development**
  - Culture of accountability to prioritize, focus, execute
  - Urgency to produce results today and push forward – drive to scale up quickly



# 2 Aspects for NOAA Consideration

	Low Hanging Fruit	Deep Relationships/Partnerships w/ Industry, Philanthropy, Communities
<b>Why</b>	<ul style="list-style-type: none"><li>• Easy (low risk, low effort)</li><li>• Early wins</li><li>• Opportunity to do simple test before big commitment</li></ul>	<ul style="list-style-type: none"><li>• Significant impact potential</li><li>• Strengthen US economic security</li><li>• Promote sustainable development</li><li>• Accelerate American leadership and global competitiveness</li><li>• Can stop selected internal efforts (commercialize/privatize) and re-allocate resources to focus on selected areas</li></ul>
<b>Attributes for Success</b>	<ul style="list-style-type: none"><li>• Identify and focus on specific areas (little extra effort required)</li></ul>	<ul style="list-style-type: none"><li>• Cultural Aspects<ul style="list-style-type: none"><li>• Change from internal focus on science to enabler of economic activity</li><li>• Change from risk-averse to acceptance of risk sharing</li></ul></li><li>• Execution<ul style="list-style-type: none"><li>• Embrace role to foster economic growth</li><li>• Create space for industry by creating clear swim lanes (e.g., NWS)</li><li>• Identify principles to set boundaries and decide what to outsource</li><li>• Identify and protect core competencies while outsourcing</li><li>• Accountability to make it happen and not allow day-to-day activities to get in way</li><li>• Prioritize &amp; re-allocate resources</li><li>• Leverage relationships with other agencies</li><li>• Transparent 2-way communication to enable understanding and build trust</li></ul></li></ul>

# Potential Examples



	Low Hanging Fruit	Deep Relationships/Partnerships w/ Industry, Philanthropy, Communities
<b>Potential Examples</b>	<ul style="list-style-type: none"><li>• AI-ready environmental data</li></ul>	<ul style="list-style-type: none"><li>• mCDR</li><li>• Systems for coastal resiliency</li><li>• AI, machine learning and logic models for biological systems</li><li>• Ocean plastics</li><li>• Data and DaaS</li><li>• Sensors and sensor development (e.g., radar gaps, ocean obs, UXV systems, small sensor development, satellite sensors for system health)</li><li>• eDNR expansion (development and application)</li></ul>

- **Discussion Questions for Potential Purpose & Scope of SAB Economic Development WG**
  - **Identify critical principles** and elements for NOAA to set boundaries and enable external outreach to drive US innovation & sustainable economic growth?
  - **Identify potential business areas** (no more than 3) on which NOAA can focus?
    - Assess potential economic impact
    - Evaluate risks/benefits for outsourcing specific areas of science & technology
    - Identify key attributes for success
    - Identify first steps
  - **Survey others and compile lessons learned** (e.g., NASA, DARPA)?
  - **Pick one high value topic and work in depth w/ NOAA** (e.g., mCDR)?
  - **Identify low-hanging fruit?**
  - **Other?**