SAB Economic Development Working Group

Background & Members



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

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

Perspective: NOAA as Part of DoC



US Department of Commerce Mission

- o 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

NOAA & Private Sector - Differences



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

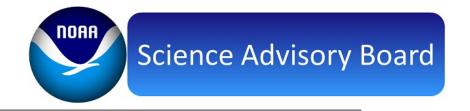
- Motivated by profit and return on invested capital
- Easier to raise capital and allocate resources (money and people)
- More agile can adapt quickly, stop low value efforts, focus on high value
- Better at innovation and rapid development
- Culture of accountability to prioritize, focus, execute
- Urgency to produce results today and push forward drive to scale up quickly





	Low Hanging Fruit	Deep Relationships/Partnerships w/ Industry, Philanthropy, Communities
Why	 Easy (low risk, low effort) Early wins Opportunity to do simple test before big commitment 	 Significant impact potential Strengthen US economic security Promote sustainable development Accelerate American leadership and global competitiveness Can stop selected internal efforts (commercialize/privatize) and re-allocate resources to focus on selected areas
Attributes for Success	•Identify and focus on specific areas (little extra effort required)	 Cultural Aspects Change from internal focus on science to enabler of economic activity Change from risk-averse to acceptance of risk sharing Execution Embrace role to foster economic growth Create space for industry by creating clear swim lanes (e.g., NWS) Identify principles to set boundaries and decide what to outsource Identify and protect core competencies while outsourcing Accountability to make it happen and not allow day-to-day activities to get in way Prioritize & re-allocate resources Leverage relationships with other agencies Transparent 2-way communication to enable understanding and build trust





	Low Hanging Fruit	Deep Relationships/Partnerships w/ Industry, Philanthropy, Communities
Potential Examples	•AI-ready environmental data	 mCDR Systems for coastal resiliency AI, machine learning and logic models for biological systems Ocean plastics Data and DaaS Sensors and sensor development (e.g., radar gaps, ocean obs, UXV systems, small sensor development, satellite sensors for system health) eDNR expansion (development and application)

Discussion Questions



- Discussion Questions for Potential Purpose & Scope of SAB Economic Development WG
 - o **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)?
 - o Identify low-hanging fruit?
 - Other?