

Expanding Beyond Your Local Area Is Not Done ad-hoc --- It Is The Result of a Well Thought Out and Executed Plan.



Why do you want to go beyond your local area?



What mechanism (Strategy) fits your business model best.



Your Message – what is it, where should it go, what will be its focus?



How much can you afford (not afford?) to invest?



Who is going to carry your message (and make the repeated calls necessary for success)?



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The Fundamental Steps



Make A Plan



Fund the Plan



Actualize the Plan



Monitor and Manage the Plan

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The Opportunity Picture: FABULOUS



Be a Prime
US Army Contract Agency ITEC 4 for Small Business



Be a Sub on a large contract outside of your area .
Navy NGEN.



Be Innovative ---SBIR (11 DOD agencies & 10 NON
DOD Departments & Agencies)



RESEARCH

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