

Growing the Space Weather Business

(Using the Four Basic C.H. Strong Business Growth Techniques)

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2010 Space Weather Workshop



You Live Here



1. Advertise

**Making Potential Customers More Aware of
Our Current Products**

Who do we Need to Advertize to?

How Should we be Advertizing?

- Customers:
 - Funding agencies / Businesses / Public / Congress / Educators
 - Each requires a specifically targeted approach
- What are our “Value Propositions”?
- Are we advertizing our “product” in the right way?
 - Communications are undergoing huge changes we should be tooling up for what is to come, not what has been.

(Greg Olsen’s New Book: “Don’t Be Such a Scientist!”)

The background features a large, glowing yellow sphere on the left side. From this sphere, numerous thin, blue, curved lines radiate outwards across the dark background. On the right side, there is a dense, tangled mass of these blue lines, resembling a complex network or a cluster of fibers. The overall effect is one of dynamic energy and connectivity.

2. Product Improvement

**Making Our Products
Available More Quickly, Easier
and Cheaper to Use**

So Our Customers Want More

What Can be Improved? How?

- Which of our current products lend themselves to improvement?
- What products do our customers want improved and in what way?
- Examples:
 - How can we speed product delivery?
 - Can we increase product accuracy?
 - Would it help customers to improve product visualization?



3. Developing New Products

Broadening Our Customer Base

Using Old Data in New Ways
Using New Data in Old/New Ways

And Now for Something Completely Different

New, Exciting Opportunities

- GOES-N Series will give us X-ray images of the Sun every few minutes
 - Available soon a 360° view of the corona:
 - Stereo/SOHO/SDO
 - AR development
 - Flares / CMEs
 - SDO will give us Hi-res images of the Sun at Video rates – magnetic fields / EUV corona
 - GOES-R Series will give us EUV images of the Sun every few minutes plus EUV irradiance.
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SHINE SPECIAL SESSION



- Improving Solar Cycle Understanding & Forecasting
 - Are we observing / forecasting the right things?
 - Better data analysis techniques?
 - Better modeling?
 - Where do we go from here?
- Santa Fe, NM
 - 2010 July 26-30