

1:30 – 3:00 Framing the Vision for IOOS Business Model(s) & FAC Roles

Impetus to develop vision (15min)

- Business models as means to recruit new national & regional industry partnerships
- Stronger business models strengthen RA sustainability, thus attractiveness to industry
- New business models expected to alter revenue basis away from solely top-down
- Summit breakout group discussion yielded more questions than answers, great diversity

Rationale for, and examples of, business models (30min)

- To promote behaviors above and beyond natural interactions
- To formalize basis of, and consensus, on revenue flow
- Alignments of agreements and interactions to achieve synergy beyond components
- Can be tailored to operate at scales of R&D project, sensors, VAR, RA, National IOOS
- Sound business models beget viable business plan tactics
- Sound business plans foster strategic growth, especially via communications, marketing

Roles FAC may serve to realize benefits of business models (45min)

- Suitability of FAC mission, given examples discussed
- Inventory, Primer, Case Study, Opportunity Assessment, Intervention, Market, Interview
- Possible end-states FAC could aspire to
- Legislative adjustments FAC could evaluate to address obstacles

3:15 – 4:30 Begin Questioning Potential FAC Actions to Promote IOOS Business Models

FAC Resources to bear on promoting business models (30min)

- FAC member experiences to lend
- Industry friends to meet with (shipping, insurance, preparedness, seafood...)
- Candidate external appointees to engage [on FAC Subcommittee?]
- Likely timelines necessary to bring these improvements to fruition

Action-oriented scoping of possible FAC tasks and vetting chosen FAC roles/products (45min)

- What steps would RAs take to transform into new business plans?
- What could a FAC workplan look like to promote suitable business models?
- Seek concurrence/approval from Steering Committee?
- Seek concurrence/approval from RA Association and or testbed RAs?