



Bridging the Funding Gap

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AVG Communications

- Pro-bono work for NIAC for last 2 years
- Media Exposure for NIAC
 - AeA Joint presentation with Ph I fellow
 - MIT Forum International Broadcast
 - GA. Senators – Informative



The Funding Challenge

- Phase I
- Phase II
- Then... What?



Today's Situation

- There is a funding gap out there
- But... there are other sources of funding
 - NASA centers
 - Other Gov. Agencies (DOE, DARPA etc.)
 - SBIIR/STTR or direct grants
 - Defense/aerospace contractors
 - VC's and Angel investors



How Do you reach them?

- Short answer: MARKETING
- Longer answer: Any way you can



Marketing Options

- Press releases after Phase I award
 - Encourages collaborations with others
 - Target the Technical Press
 - Target the Business Press
 - Wire services have International reach
 - Reach potential sources of additional funding



More Marketing

- PR after Phase II award and every significant milestone
- Establish or Upgrade your website to a professional looking site.
 - Captures visitor contact info
 - Designed to be SEO friendly
- Marketing plan



Summary:

- DO SOMETHING...
- NO Regrets!!!

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- Marketing Works
 - The mix is synergistic
 - Bottom line - Your idea deserves the exposure