



CORPORATE GOALS:

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| 1 | Capture one recognized STAR of the future in Space/Aerospace Commerce to have a physical presence in Florida. | |
| | Quality: | Must be a Going Concern, Must be Credit Worthy, and be well ranked by NSG. |
| | Cost effectiveness: | Anticipated ROI must be greater than 1 |
| 2 | Capture One recognized Space/Aerospace Manufacturing STAR to have a physical presence in Florida | |
| | Quality: | Must be a Going Concern, Must be Credit Worthy, and be a key supply chain component. |
| | Cost effectiveness: | Anticipated ROI must be greater than 1 |
| 3 | Through Space Florida's influence Florida experiences a 7% increase in Space/Aerospace Research Grant Awards. | |
| | Quantity Measurement: | Awards in Fiscal Year 2016-2017 over Fiscal Year 2015-2016 |
| 4 | Establish an effort with FDOT to Brand Florida as The Destination for Space Flight/Aerospace Commerce as part of FDOTs' mission to ensure the mobility of people and goods, and enhance Florida's Economic Prosperity. | |
| | Quality: | Branding effort must be measurable as recognizable by an independent marketing firm. |
| | Cost Effectiveness: | Costs incurred must justify a marketing ROI for a ten year goal of recognized Leadership. |