

NASA Science Mission Directorate Earth Science Division Applied Sciences Program



WWAO Application Transitioning

Mark Davidson - Jet Propulsion Laboratory, California Institute of Technology

Western States Water Council Symposium

January 16 – 18, 2018



WWAO Application Process Transitioning



So the investigation is complete, the data has been analyzed . . . a peer reviewed paper authored and published in a respected scientific journal . . . And you think it's "Miller Time" . . .

But there's more . . .

NASA WWAO has, as part of its mission, a process where completed investigations may be transitioned.

Once an investigation is completed that has been providing a service to a "customer", WWAO will put the application through a review process to determine if it should be transitioned to:

- Another Federal Agency
- State or local agency
- Other public sector / non-profit activity (to include academia)
- Private sector / commercial enterprise

WWAO – Considering Transition Starts Early



- The WWAO team begins thinking about possible transition in the formulation stage
 - Would the recipient of the data / services be willing to carry on the application?
 - Is the recipient capable of sustaining the gathering, analysis and use of the data?
 - Is recapitalization necessary?
 - Remember, the capital assets used in our efforts are custody of the U.S. Government . . .
 - Outside of the recipient, is there a larger audience that could make use of the service(s) provided by the application?
 - Where could the application “fit” in the future?
 - Commercial sector
 - Academia
 - Government
 - How do we move the application forward?
 - By working closely with the PI and the sponsoring NASA Center

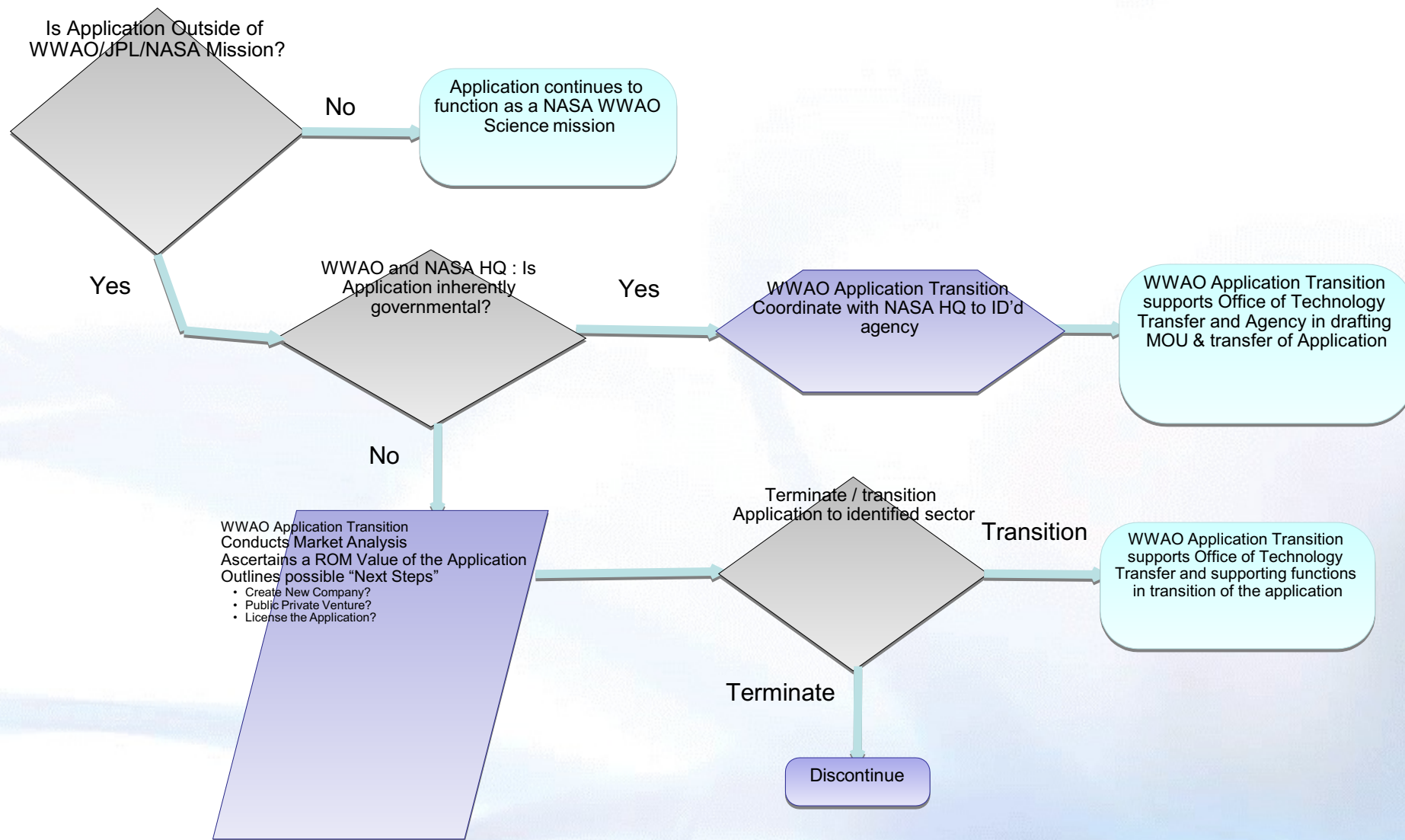


- WWOA Transition team works to assist application PI's and their sponsoring centers to consider (early on) if the application might be moved on completion of the investigation
- We can provide:
 - Market studies
 - Business case analysis
 - Coordination between WWAO, PI and Center NSTA offices
 - Considerations for
 - Partnerships
 - Licensing
 - New Co
 - Transfer to Federal/State/Local agency
- Contact
 - Mark Davidson mark.h.davidson@jpl.nasa.gov 818 354 1246



Back Up

WWAO Transition Process





Airborne Snow Observatory (ASO) Application

ASO has matured

- ASO is now a service provider of Snow Water Equivalent (SWE) and other related water data to:
 - California Department of Water (CA DWR) Resources Snow Survey
 - California Water Cooperators (local district water shed and reservoir managers)
 - Municipal water agencies
- ASO's coverage expansion has grown beyond the advancement of science and may be considered as a service outside of NASA / JPL
- WWAO Transition Team performed a Business Case Review. The review:
 - Studied the market and potential commercial providers
 - Concluded that ASO *might* be a viable commercial activity
 - Recommended that NASA JPL office of NSTA work with WWAO to license ASO to a commercial company
 - WWAO/CA DWR/Licensee form a Public Private venture to continue ASO services in CA and migrate to other western states

WWAO Application Transition



-
- Consider the following outcomes:
 - Create an independent stand alone “New-Co”
 - Offer license arrangement for the application
 - Retain “elements” of the application and form a Public Private Venture
- If the valuation yields a potential “stand alone” enterprise
 - Work with the responsible functions to transition the Application
 - Office of Technology Transfer
 - Office of General Counsel
 - Human Resources
 - Finance
 - Contracts
 - Facilities
 - Information Technology
 - “Organization” identified to implement capability outside of NASA
- Post Outcome
 - Application Transition function monitor and track results