

# Expanding Beyond Your Local Area Is Not Done ad-hoc --- It Is The Result of a Well Thought Out and Executed Plan.



Why do you want to go beyond your local area?



What mechanism (Strategy) fits your business model best.



Your Message – what is it, where should it go, what will be its focus?



How much can you afford (not afford?) to invest?



Who is going to carry your message (and make the repeated calls necessary for success)?



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# The Fundamental Steps



**Make A Plan**



**Fund the Plan**



**Actualize the Plan**



**Monitor and Manage the Plan**

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# The Opportunity Picture: FABULOUS



**Be a Prime**  
**US Army Contract Agency ITEC 4 for Small Business**



**Be a Sub on a large contract outside of your area .**  
**Navy NGEN.**



**Be Innovative ---SBIR (11 DOD agencies & 10 NON**  
**DOD Departments & Agencies)**



**RESEARCH**

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