



# IOT Systems, LLC<sup>®</sup>

## Satellite Business, Financial, and Marketing Services

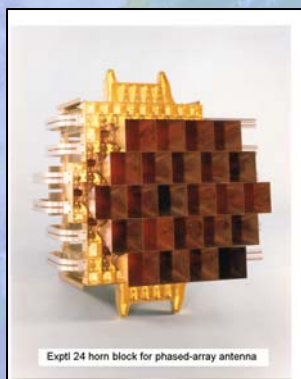
IOT Systems staff have been working in the satellite communications field for decades—many started with COMSAT in the 1960s. We have learned that technical skills are only part of the story. Although technical and political/regulatory skills are needed to get in the game, success depends upon *business, financial, and marketing skills*. We have seen great technical ideas fail because of marketing and business mistakes. We have seen great ideas never get off the ground because the financing could not be found. Our goal is to help our clients perform the tradeoffs among technology, regulatory, business, financial, and marketing factors that will enable them to formulate a winning strategy.

### Strategic Corporate Planning

- Economic Assessments
- Technical Assessments
- Costs and Benefits Assessment
- Business Plan Development

### Mergers, Joint Ventures, and Partnerships

- Due Diligence
- Valuation
- Synergy Assessment
- Negotiation Support
- Opportunity Cost/Comparative Assessment



Satellite Business Services

**Contact Us:**  
**IOT Systems, LLC**  
**22300 COMSAT Drive**  
**Clarksburg, MD 20871**  
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*IOT Systems, LLC is a complete satellite services company continuing the mission begun over 40 years ago with the launch of Early Bird: fostering the growth of the commercial communications satellite industry.*





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# Satellite Business Services

## Market Research, Analysis, and Forecasts

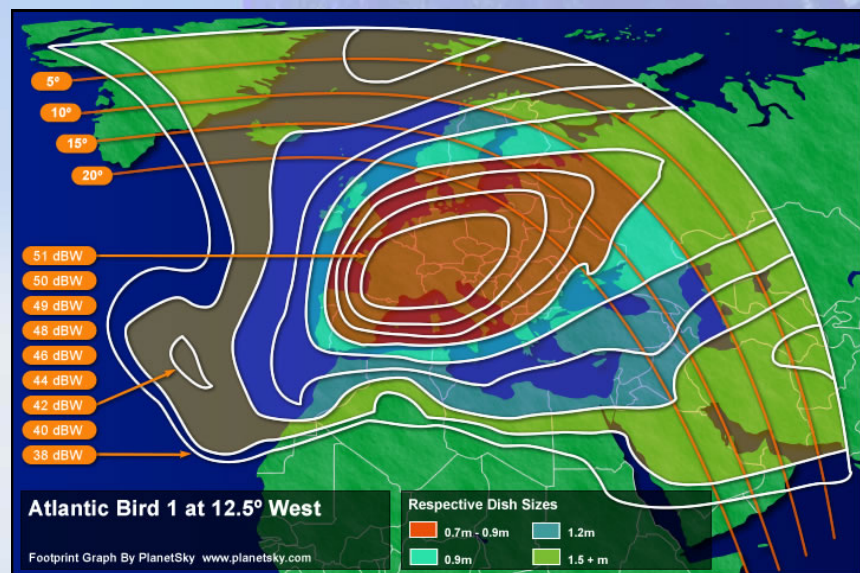
- Growth Rates and Caps at C-band and Ku-band
- Satellite Supply and Demand
- Launch Vehicle Supply and Demand
- Television Programming Growth Rates
- VSAT Growth Rates
- Private line Growth rates
- Internet Backbone Growth Rates

## Program Management

- Budgeting
- Cost-to-complete
- Subsystems Engineering Support
- Systems Engineering Support
- Anomaly Investigation/Insurance Claims
- Valuation of Loss
- Lifetime Forecasts

## Market Strategy

- Competitive Advantage Analysis
- Footprints and Applications
- Positioning
- New Service Development



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