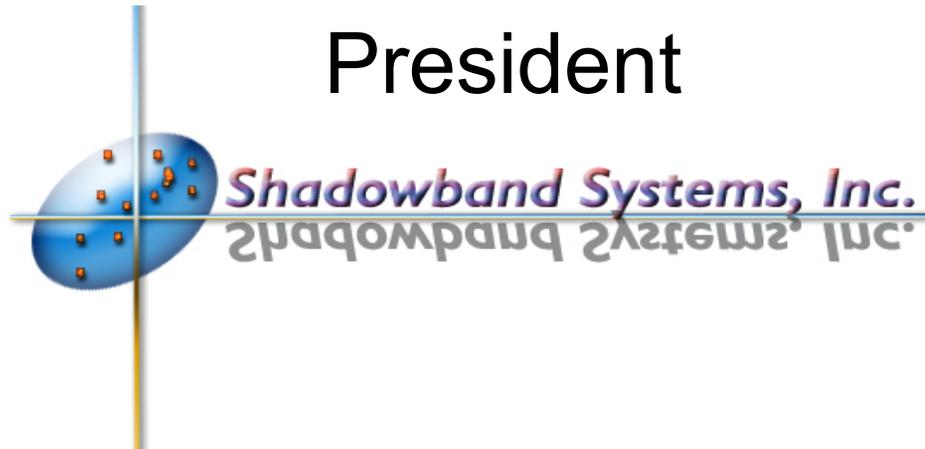




Thoughts of a Small Business Survival Plan: *What happens before/while/after something does/not happen*

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President





Highlights

- In the beginning...
 - A (very) brief corporate history
- Moving the moon and riding the wave
 - What the “good” problems are
- Dodging the bullets
 - What the “bad” problems are
- Concluding with an X-mas story
 - A Small Business CEO’s wish list



In the beginning...

- Shadowband was founded in 2002
- Primary interest was in intrusion detection
 - As a follow-up to thesis work
- Awarded 3 SBIRs (2 Phase I, 1 Phase II)
- Adjusted to market response with generalized tool and services
- Accumulating interest and areas of capability (Data mining, image proc., security, re-configurable hardware, etc.)



The Moon and the Wave

- Early Difficulty
 - Network discovery
 - Proper form towards the public-sector
 - Keeping the transition: R&d→r&D→r&d&\$
- Sins of the father
 - Avoided **P**owerPoint **P**romises
 - Worked on “real” and relevant capability
- Needing the Three to Meet:
 - Ideas, Funding, and Quality Staff

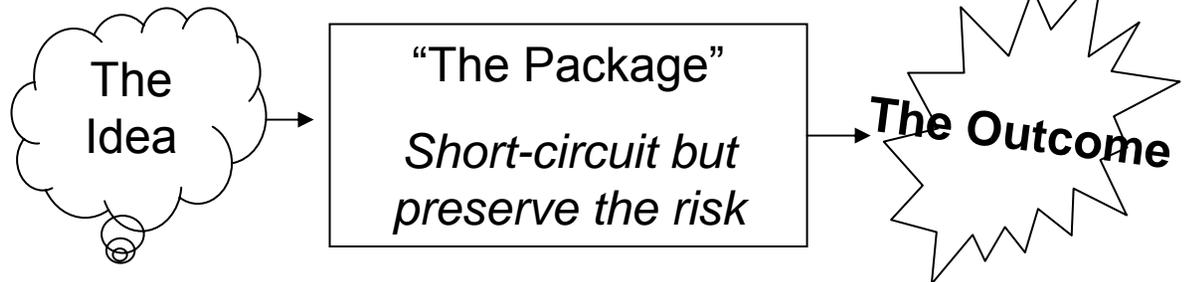


Dodging the Bullets

- Keeping track of indirect costs
 - Opportunity and otherwise
 - VACs
- Protecting IP, People, & Sanity
- “Perilous” Partnerships
- Description without Exposure
 - Avoiding unnecessary “tutorials”
- Maintaining control

A Small Business CEO's wish list:

- A further division of small companies
 - Reduce the 3 vs 300 competition
 - Non-8A New technology firms
 - Opportunities for TT (mentorship)
- Umbrella protection, legal sponsorship, and ad-hoc accounting advice
- Empathy for the “create/propose/revise/signature-process”-averse
- Fast-track TT
- A simple package to aid in:
 - Legal
 - Recruiting
 - Sales & Marketing
 - Accounting
 - Manufacturing
- More...(it's endless) ☺





Thank You!