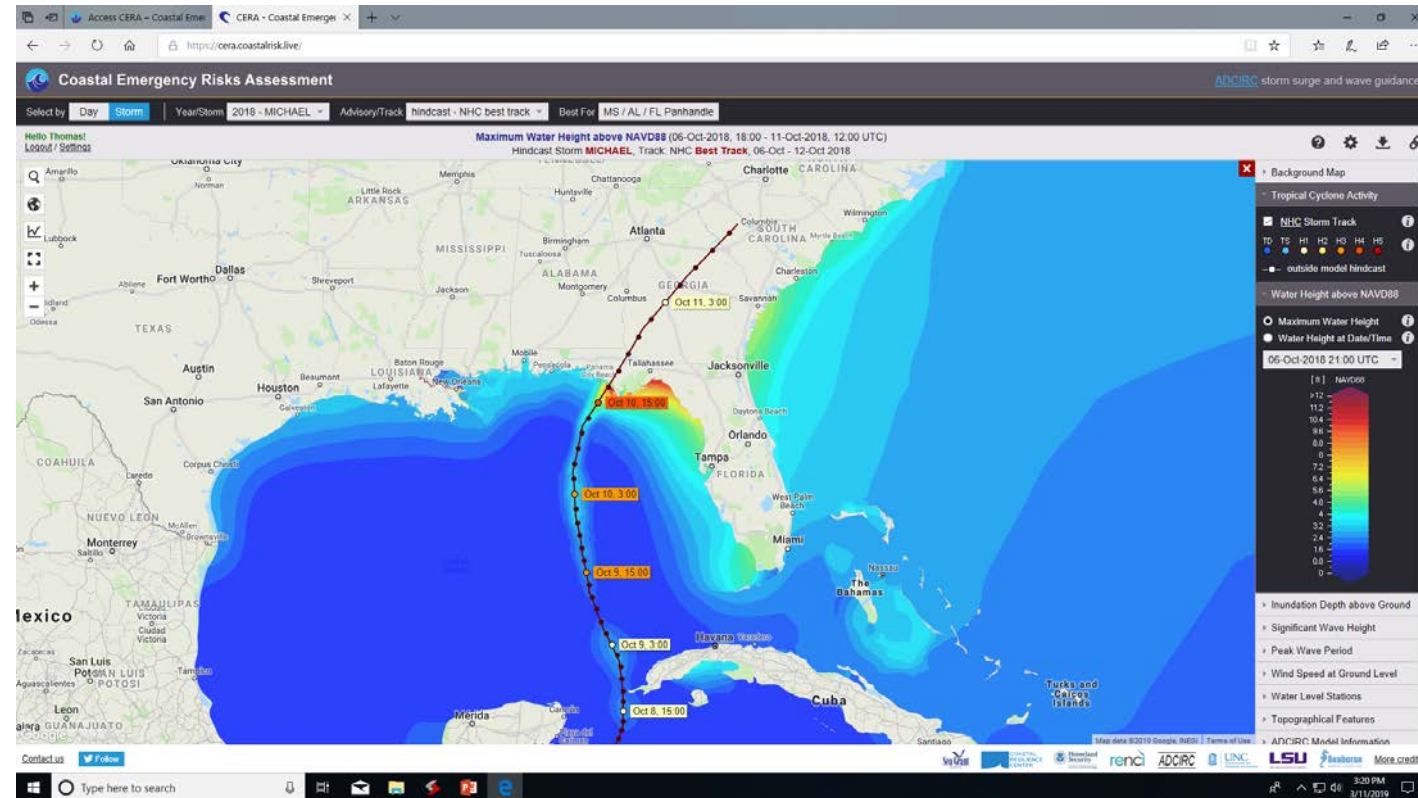


ADCIRC Prediction System Business Plan Development

- PI: Tom Richardson, Jackson State University
- Co-Conspirators:
 - Nancy Maron, BlueSky to BluePrint, LLC
 - Jason Fleming, Seahorse Coastal Consulting
 - Carola Kaiser, Louisiana State University
 - Brian Blanton, University of North Carolina at Chapel Hill
 - Robert Twilley, Louisiana State University
 - Rick Luettich, University of North Carolina at Chapel Hill

Situational Overview

- ADCIRC Prediction System Current Components
 - ADCIRC Storm Surge Model
 - ADCIRC Surge Guidance System (ASGS)
 - Coastal Emergency Risks Assessment (CERA) web portal
 - Other data products; e.g., Coast Guard SAROPS, LCPRA
- Status – the current (free) products are popular and widely used
- Business challenges
 - Adjust culture from an ad hoc enterprise to a focused business
 - Convert product popularity into revenue sufficient for operation, maintenance, and improvement
 - Continually enhance/add products and increase availability
 - Resist temptation to overcommit



Transition

Oversight by
Commercialization
Advisory Team

- Richardson
- Fleming
- Kaiser
- Blanton
- Luettich
- Twilley
- Hajian
- Others

- Potential commercializing entity has been formed (Scimaritan L3C)
- Execute formal business planning effort (BlueSky to BluePrint, LLC)
 - Identify best revenue-generating options
 - Identify staffing/resource needs and governance structure
 - Develop budgeting and revenue models
 - Develop marketing plan
- Initiate outcomes of business planning

Anticipated Project Impact

- Prevent loss of popular high-resolution storm surge forecasting capability
- Generate additional forecast information (e.g., winds)
- Provide better post-storm inundation information for a range of customers (e.g., FEMA, insurance companies)
- Transition research improvements (e.g., combined precipitation/surge forecasts) into practice
- Develop specialized products (e.g., customized visualizations, statistical analyses)
- Become “go to” commercial source for the above