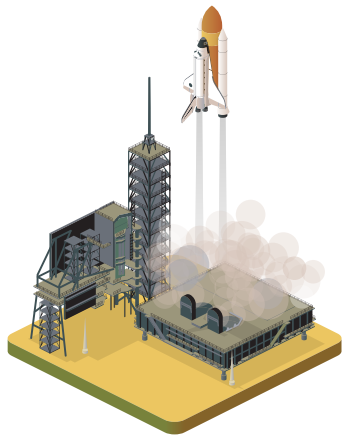


Adapt to a New Competitive Landscape



situation



With the U.S. space shuttle program nearing its end and the Space Launch System (SLL) poised to replace it, a top rocket propulsion developer was concerned that it would need new revenue sources.

approach



Fuld + Co. facilitated a war game assessing the anticipated competition in the legacy rocket propulsion business in order to create and stress-test the client's strategy.

analysis



The war game considered the perspectives of both traditional rivals and the new wildcard, Elon Musk's SpaceX, and examined the tradeoffs of solid boosters and liquid propellant rockets.

value



The client's leaders were able to anticipate the tactics and strategies competitors would apply to NASA's impending SLL project, both in shaping the proposal and pursuing this major contract.