

Holder Aerospace Brings Experienced Professionals to Your Business



Livingston Holder

Mr. Holder is a leading executive with 30 years experience in aerospace systems management, engineering, planning, and operations. He has held many senior positions during his time in the Air Force, 14 years at Boeing, and with multiple small entrepreneurial companies. He is well known in the aerospace industry to commercial companies, NASA, NRO, DARPA, USAF, MDA and various arms of the Defense Department and National Security Space Community. Mr. Holder holds a B.S. in Astronautical Engineering from the U.S. Air Force Academy and an M.S. in Systems Management from the University of Southern California.



Curtis Gifford

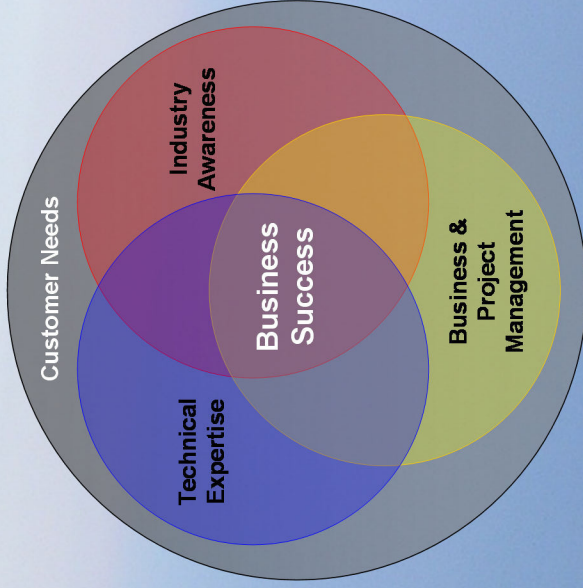
Mr. Gifford has 17 years experience in corporate strategic consulting and management, financial and business analysis, project management, and business process and tool development. Experience includes Director of R&D at a small artificial intelligence software firm, Consultant for Booz Allen, Principal Business Strategist with Andrews Space, and COO/CFO for AirLaunch, LLC. Mr. Gifford has a B.A. in Astro-Physics, an M.S. in Systems Engineering, and an M.B.A. all from the University of Virginia.



Ralph Ewig, Ph.D.

Dr. Ewig has over a decade of experience managing and executing programs for large and small companies across all areas of space systems design, analysis, development, and testing. His expertise combines highly detailed knowledge in specialized areas with a broad understanding of all aspects of space systems development, as well as relevant project management experience. Dr. Ewig holds three degrees from the University of Washington, including his Ph.D. with emphasis on space system design, plasma physics, and system optimization.

Image courtesy of NASA



Innovative Solutions for Aerospace Business

- Business Strategy
- Proposal Development
- Engineering Services
- Business Processes

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HOLDER AEROSPACE AT A GLANCE

Who We Are

Founded in 2004, Holder Aerospace (HA) is a small business that provides strategy consulting for a broad range of clients in the aerospace industry. With over 50 years of combined experience in all facets of aerospace business, Holder Aerospace can leverage far-reaching professional networks for effective strategic decision making. Holder Aerospace has business experts who speak engineering: we can improve your business success, without compromising technology excellence or innovation. Holder Aerospace has engineering experts who speak business: we develop and manage innovative technological solutions that work within the economic realities of the emerging global space industry.

Philosophy

At HA, we believe that business success lies at the intersection of three critical components:

Industry Awareness – Knowledge of customers, competitors, and suppliers is critical to getting business and keeping it. We bring unique contacts and experience leveraging them.

Technical Expertise – The right skills for any job must be available in order to get anywhere. Our team brings deep and broad hands-on experience in many technical disciplines.

Management – Even with the best plans and expertise, a project's success depends on effective execution. HA can provide insightful, disciplined management of business and project operations.

These factors need to be analyzed within the context of the diverse needs of the organization. Holder Aerospace specializes in looking at the entire business to understand our clients' objectives, and then finding solutions through the application of these three areas of knowledge.

WHERE WE CAN HELP YOU

Strategic Business Development

- Develop strategy based on your mission, capabilities, and business environment.
- Define / target critical customer segments.
- Write or update your business plan.
- Build a customer network development plan.
- Identify and prioritize specific opportunities based on your objectives.

Proposal Development

- Develop your win strategy, including intelligence gathering, decision-maker priorities analysis, competitive assessment, team selection, and mapping critical proposal messages.
- Manage proposal development execution effort, including schedule development, subcontractor management, storyboarding, independent technical reviews, and cost development.

Aerospace Project Consulting

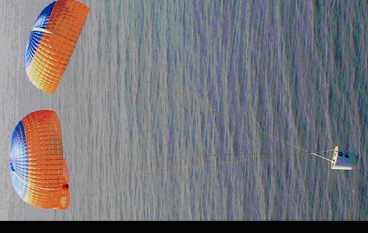
- Manage technical projects, driving systems engineering, coordinating internal and external resources, and interfacing with the customer.
- Provide aerospace engineering technical expertise across a wide range of areas.

Business Process Management

- Develop, implement, and train your people in flexible methodologies and low-cost tools.
- Fill key management roles on a temporary basis as needed.

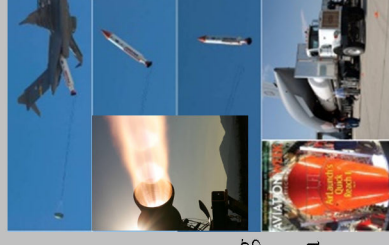
Whether you are looking for top-to-bottom help in growing your business, focused industry intelligence gathering/analysis, or specialized help in a niche technical area, HA will apply our knowledge and expertise to achieve the best results for your business.

SUCCESS STORIES



In 2005, Transformational Space Corporation (t/Space) tasked Holder Aerospace with the planning, execution, and analysis of a full scale drop test of their Crew eXchange Vehicle (CXV). The concept demonstration was successful, coming in on schedule and under budget. Holder Aerospace oversaw all aspects of the experiment.

In 2004, HA began supporting AirLaunch LLC in their Falcon SLV program, helping them win a Phase II contract worth over \$17M. In that subsequent phase, HA took on company roles of Program Management, Senior Engineering, and Chief Operating Officer to help the company execute the largest ever drop out of a C-17, and over 50 firings of the largest VAPAK engine ever built.



In 2009, Holder Aerospace performed market and financial analysis of the Dream Chaser system for Sierra Nevada Corporation. This work looked at the

commercial viability of the system and was used in support of their proposal to NASA for the Commercial Crew Development (CCDEV) program for which they won a \$20M award.



Holder Aerospace will take the time to understand where you are now and where you want to go and then develop a specific roadmap to get you there.