

NovelSat
Making Space in Space

iR&D Club 2014 Summit CFO and R&D relationship dynamics



November 19th, 2014

History

- Founded - 2008
- Technology Proof of Concept – 2009
- First Commercial demonstration – 2011
- Sales start of broadcast products – 2012
- Sales start of Modem products –2013
- CeC introduction – 2014
- ~\$22M sales since product launch
- Raised ~\$24M from reputable investors and OCS R&D grants
- Won WTA and CSI and TMC awards for Technology innovation
- 11 Patents submitted
- Raising capital to support company growth

**R&D COMPANY - NO
CFO OR SIMILAR
FINANCIAL FUNCTION**

**CFO – CLOSING THE
GAPS, CREATING NEW
ORGANIZATIONAL
REALITY**

Novelsat in a snapshot

- Boosting satellite capacity by 30% to over 100%
- Serves all Satcom sectors: Broadcast, Data, Military, Earth Observation
- Experienced management team , 40+ employees
- HQ and R&D center in Israel, subsidiaries in the US and the Netherlands
- Patent based, innovative, home grown superior technology
- Applicable for all Satellites types (GEO/MEO/LEO)
- 3,500 installations worldwide
- Tier one customers and partners :
 - » EBU, NBC, Telstra, Televisa
 - » OEM agreement with General Dynamics
- Turnkey manufacturing by Flextronics

Customers

(Leading global customers, over 100 Countries, already ~ 3500 installations)

Broadcast



SoftBank



Data Communications



vodafone



vodacom



Starting point

- **R&D – we were here first**
- **CFO – I know better**
- **Main challenges:**
 - » Agreed investment criteria
 - » Common language
 - » Agreed metrics

Common gaps in perception / decision criteria

R&D

- It's interesting.
- We can develop it.
- Key people will leave if we will not be innovative enough.
- What?

CFO

- Is it competitive?
- Isn't buying it simpler?
- Why?
- How I will present/ report it to BOD?

Closing the gaps

- Recognizing the differences
- Engaging partners – Product Marketing
- Do things together – budget planning, work plans, progress reviews
- Transparency
- Responsibility instead of blame

Sample metrics

- EV –earned value
- Dimensions
 - » Time
 - » Resources
 - » Progress
- Measures
 - » Progress so far
 - » Resources invested
 - » Provides estimate of the future progress & spending based on  Making Space in Space



Thank You

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