Building the GCOOS

The GCOOS-RA Business Model

Worth Nowlin

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What is a Business Model

“A business model is a set of strategic, organizational, and operational mechanisms that an entity uses to achieve its desired ends. These mechanisms take the form of strategic and communications plans, organizational structures, technical development methods, partnership agreements, and many others. The primary purposes of a business model are to enable an entity to make use of its core capabilities by identifying the mechanisms that best fit that organization and support the achievement of the desired outcomes. “

From: NOAA IOOS Draft Business Model for developing Regional IOOS Capability
Contents of the Business Model

Section 1—Introduction

Section 2—GCOOS Mission and Organizational Structure

Section 3—The GCOOS-RA Strategy
   Strategic principles for development

Section 4—Education and Outreach Strategy

Section 5—GCOOS Communications
Section 6—The GCOOS Conceptual Design

The GCOOS Conceptual Design is not included in its entirety because of its length. A brief summary of what is included in the Design is given because it contains many of the elements expected in a Business Model.

Section 7—Funding the GCOOS

This Section has not yet been drafted. Nowlin has suggested areas that should be covered based on recommendations in the NOAA IOOS draft "Business Model for developing regional IOOS capability". The Board should discuss and recommend on this matter.