



# Entrepreneurs License Project Management Tool and NETMARK to Form Successful Start-up Software Company

*Benefits of advanced technologies also help NASA program managers administer programs and projects more efficiently and cost effectively*



Originally developed to manage all the projects in one of its \$500+ million research and development programs, Ames's Program Management Tool (PMT)—an application that runs on Ames's NETMARK data integration software—now is used widely throughout the agency, providing program managers with more detailed information about their projects and integrating data from diverse spreadsheets and databases. In 2006, the technology was licensed by a pair of entrepreneurs who used it as the basis for their start-up software company, JumpStart Solutions, LLC. PMT (and the NETMARK architecture it runs on) are now core components of the company's PanOptica® commercial product, marketed to major enterprise organizations and government labs.

[www.nasa.gov](http://www.nasa.gov)

## **Benefits of Technology Transfer**

### ***Partner Benefits of Licensing PMT and NETMARK***

- Provided the basis to form JumpStart Solutions as a start-up software company
- Saved JumpStart Solutions significant time, cost, and resources by enabling the company to take advantage of NASA's initial investments in PMT and NETMARK rather than having to build the software from scratch
- Allowed JumpStart Solutions to take advantage of marketing and networking opportunities through NASA's connections with major government organizations and the Federal Laboratory Consortium

### ***Technology Benefits for NASA Missions and Commercial Applications***

- Saves multimillion-dollar NASA missions such as the Mars Rover program time and resources by eliminating the need to enter the same information into multiple systems
- Serves as a central nervous system for complex NASA programs and projects, rapidly sending vital information from program operations to decision-making authorities and back
- Enables program plans to move ahead quickly, consistently, and efficiently
- Dramatically reduces labor-intensive data gathering and reporting efforts
- Helps program managers proactively respond to changes in programs and mission goals

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## On the Record

“Our contract negotiations with Ames were straightforward and very open. The whole process was very direct, very upfront, and we concluded the contract quickly so we could get started with commercial development and get on with starting our business.” — *James Goulka, CEO, JumpStart Solutions, LLC*

“Taking advantage of NASA’s enormous investment is a huge opportunity. We get the benefit of all their work at relatively low cost. We couldn’t have built PanOptica from scratch without a huge amount of cash—far more than we would have ever been able to assemble as a start-up. So, NASA’s technology really gave us a way to get off the ground.” — *James Goulka*

## About JumpStart Solutions

Based in Cave Creek, Arizona, JumpStart Solutions, LLC develops and markets software solutions to enhance knowledge-based decision-making. Conceived in 2006 by business partners James Goulka and Ron Davis, the company currently markets business intelligence and knowledge management tools, and offers comprehensive services and support including deployment and training.

## Technology Origins

PMT originally was developed as an application to run on NETMARK, a unique innovation designed to seamlessly integrate structured and unstructured data and documents across enterprise organizations. PMT and NETMARK were developed at Ames in collaboration with the Research Institute for Advanced Computer Science (RIACS) to manage multimillion-dollar R&D programs. PMT provides NASA program managers with more detailed information about their projects and integrates data from diverse spreadsheets and databases (e.g., NASA’s SAP-based financial management system). PMT also has been integrated with other NASA information management systems such as the ERASMUS reporting system, the NASA Technology Inventory Database (NTI), and the Integrated Financial Management System (IFMS)—significantly reducing cost and time by eliminating the need to enter the same data multiple times into different systems.

## Finding Applications Beyond NASA

In 2006, business partners James Goulka and Ron Davis licensed PMT from Ames, using the technology as the basis for JumpStart Solutions. Rather than investing time and resources into developing something from scratch, JumpStart Solutions sought to capitalize on NASA’s significant investment in PMT and its underlying NETMARK architecture. PMT is now the core technology in the company’s PanOptica suite of knowledge management and business intelligence tools. PanOptica, like NASA’s PMT, is

well suited to large enterprises, so the company is marketing the product to the integrated energy and bio/medical industries as well as to federal government organizations.

## The Technology Transfer Process

Ames’s Technology Partnerships Office, part of NASA’s Innovative Partnerships Program (IPP), helped coordinate the license agreement among technical contacts, personnel at JumpStart Solutions, and the Intellectual Property Office at Ames. Ames made technical contacts available to JumpStart Solutions to provide basic knowledge transfer on the application and input as the company worked through the process of creating user guides and technical documentation. Ames also coordinated marketing assistance, inviting JumpStart Solutions to a 2007 meeting of the Federal Laboratory Consortium, enabling the company to present its product to many federal labs. JumpStart Solutions continues to meet with Ames personnel at least once a year to discuss the progress with its marketing efforts.

## Looking Ahead

JumpStart Solutions currently is focused on building its business through its primary customer, Lawrence Livermore National Lab. It expects the successful outcome of that relationship to yield further sales. As a result of the FLC meeting that JumpStart Solutions attended along with Ames personnel, the company now is involved in a marketing program involving eight federal labs to determine if and how PanOptica can meet their needs.

## For More Information

If you would like more information about Ames’s PMT technology or other technologies available for license, please contact:

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*Fuentek is a contractor to NASA’s Innovative Partnerships Program, providing support for the access and transfer of technology.*