

# MAXIMIZE YEAR-END BUDGETS & SECURE 2025 OPPORTUNITIES

### **Guide for Space Startups:**

The space industry is unique—long sales cycles, technical validation, and multi-stakeholder decision-making are standard. As a startup in this sector, capturing unutilized budgets before the fiscal year ends is important, but equally critical is positioning yourself for inclusion in your customer's 2025 budgets.

This guide will help you approach both short-term and long-term opportunities strategically, ensuring your product or service is part of their planning and procurement cycle.

- Identify Top 30 Accounts: Focus on high-potential customers (space agencies, satellite
- Custom Strategies: Develop personalized plans for each account, offering technical
- engaging early to be included in your customers' 2025 budget discussions.

03

### **Secure Strategic Commitments by Year-**End

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- LOIs and MOUs: Focus on securing letters of intent or agreements that lock in your position for future budgets.
- Urgency and Flexibility: Offer limited-time discounts or flexible terms to encourage quick commitments.
- Creative Deals: Propose 2024 price locks with 2025 delivery or staggered payments.

#### **Develop Long-Term Partnerships**

- Partner with Prime **Contractors:** Position yourself as a trusted subcontractor to large contractors handling major space projects.
- Consortia and RFPs: Participate in consortia and position yourself for long-term government contracts through RFPs.
- Seamless Integration: Highlight how your solution integrates into larger systems or missions.

05

## 06 **Adapt to Longer Sales**

**Cycles** 

- Long-Term Focus: Space industry deals can take 12-18 months. Secure early commitments, even if the full contract won't close until next vear.
- Government Timelines: Engage early in government budget cycles to ensure inclusion in future RFPs and procurement plans.

#### **Build an Account-Based** Selling (ABS) Strategy for 2025

- operators, commercial players).
- assessments or pilots.
- Plan for 2025 Budgets: Start

**Relationships:** Customers familiar with your solution are more likely to move quickly.

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**Audit Your Sales Pipeline** 

• Review Active Deals: Focus

on deals that are already in

advanced stages and could

close before the year-end.

existing customers to see if

remaining budgets before

**Budgets**: Reach out to

Identify Unutilized

they need to spend

the fiscal year ends.

Prioritize Existing

#### **Engage Key Stakeholders**

02

- Map Decision-Makers: Engage multiple stakeholders—technical leads, procurement officers, mission planners—since decisions are made by teams.
- Tailored Messaging: Address the specific concerns of each role (technical validation, cost, strategic alignment).
- Prove Compliance: Show your solution fits industry standards and integrates smoothly with their systems.



"In the space industry, success is about building long-term relationships, securing strategic commitments, and ensuring your solution fits within customer workflows.

Focus on both year-end wins and positioning yourself for 2025 and beyond." - Aziza Ibrayeva, CEO, CELSTRAT

#### Need Help?

If you're looking for expert support to implement these strategies and maximize year-end opportunities, CELSTRAT can help. We offer tailored consulting and sales guidance to help your startup close year-end deals and secure long-term partnerships for 2025. This is a limited-time offer, available to startups who contact us before October 25th 2024.

Get in Touch Today







