

## SatWest

Launched in 1999 by President and founder Brian Barnett in Albuquerque, New Mexico, SatWest is a global satellite telecommunications product provider selling satellite telephones, pagers, flight tracking equipment and more. In 2003 Barnett became interested in manufacturing his own accessories, particularly solar chargers, for satellite telephones. And in 2004 he launched SolStar Energy Devices, a division of SatWest that develops and sells its own solar chargers for name brand satellite telephones.

SatWest has worked with Los Alamos National Laboratory's Technology Transfer Division, or TT, and its MBA Internship program since 2003. SatWest's projects have included asking MBA interns to research strategies for new products such as flexible solar chargers and satellite modems.

Los Alamos National Laboratory's TT Division MBA interns have contributed to SatWest's business and product development in many ways over the past few years. As a local business, SatWest has taken advantage of the tremendously innovative and fresh minds of the MBA students who work in TT Division. SatWest has proposed projects for the Summer Internship program numerous times and has had three selected and researched.

MBA intern James Deane, from Cornell University, and Varsha Raju, from Harvard University, worked together in 2003 on a project for SatWest researching the development of a flexible solar charger to be branded by SatWest. Deane and Raju researched potential partners for SatWest to team up with to develop and manufacture the flexible solar chargers. The interns investigated the current competition and prices and researched marketing strategies for the proposed charger. The research conducted by the MBA interns helped SatWest design and launch a flexible solar charger in March 2004, less than a year after the completion of the MBAs' project.

"Finding out a year and a half later that he [Barnett] had sold his first unit, that proved that the work we had done was correct," Deane said. "It was very satisfying to know that our work was helpful and that he put a product on the market that quickly."

With the new flexible solar charger from SolStar, an MBA group led by Marcus Lucero of New Mexico State University in Las Cruces, researched potential market niches and targeted device



*As a result of the company's partnership with the Laboratory, SatWest has developed its own flexible solar charger—as well as a new company to sell the chargers called SolStar.*

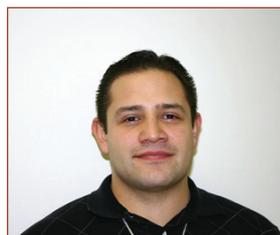
manufacturers in 2005. By researching this information for SolStar's flexible charger, Lucero was able to determine the consumer groups that would benefit most from using SolStar's flexible solar chargers.

"This project was one of the many projects that I worked on over the summer and it was an excellent project because I learned a great deal about how to conduct a technical marketing analysis," Lucero said.

SatWest continues to entrust important marketing analysis and development research to MBA interns in the Laboratory's TT Division because of the quality and accuracy of the end result provided and the potential for realization in the company.

"The program is definitely one of the most effective ways the Lab can assist small businesses," Barnett said. "I'm always finding new projects that the interns can help me with."

*“I learned a great deal about how to conduct a technical marketing analysis . . .”*



*Marcus Lucero 2005 MBA intern from New Mexico State University*