

Turn technical promise into mission relevance

Overview

Caelaris Advisory helps growing commercial space and defense technology companies connect their capabilities to real mission needs. Founder-led advisory supports clearer product and market choices, focused business development, and practical preparation for user adoption.

Unclear mission fit can send engineering and business development effort into poorly matched pursuits. Caelaris helps teams assess customer value and adoption barriers before committing resources.

Where We Help

- Mission fit: identify the operational problems your capability can credibly solve.
- Product and market strategy: decide where to compete and what to prioritize.
- Business development: sharpen positioning, partnerships, and pursuit decisions.
- User adoption: address what people need to trust, integrate, and use the capability.

Decisions We Help You Make

Caelaris Advisory helps teams:

- prioritize relevant mission use cases
- clarify target customers and positioning
- identify capability adaptations and complementary partners
- focus pursuit effort on credible opportunities
- anticipate barriers to operational use

Representative Work

- Executive white papers
- Mission concepts / CONOPS
- U.S. market-entry strategy memos
- Customer and partner maps
- Messaging and positioning briefs
- Retained strategic advisory support
- Adoption recommendations and advisory support

Client Profile

Particularly suited to:

- growing commercial space and defense technology companies
- teams bringing sensing, communications, or space data capabilities to defense
- smaller firms needing experienced strategic support
- companies entering or refining their position in U.S. defense markets

Founder Experience

Jonathan Bauser is a retired U.S. Space Force officer with 22+ years across defense and space operations. His operational experience and joint planning expertise help connect customer needs, technical possibilities, and business decisions.

Why Caelaris

- Direct engagement with the founder
- Translation between operators, technical teams, and business leaders
- Mission relevance connected to commercial priorities
- Candid advice on what to pursue, adapt, partner on, or defer

Engagement Model

Focused projects and ongoing advisory are shaped around the decision your team needs to make. Agree on scope and deliverables, then use the recommendations to choose practical next steps. Request a conversation about your capability and next decision.

JONATHAN BAUSER

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FOUNDER BIOGRAPHY

Jonathan Bauser founded Caelaris Advisory to help growing commercial space and defense technology companies connect technical capability with mission needs, credible opportunities, and practical paths to user adoption.

A retired U.S. Space Force officer, Jonathan brings 22+ years of experience across defense and space operations, joint environments, and special operations integration. His operational background and joint planning expertise inform advice that connects mission realities with product, market, and business development decisions.

His experience includes space domain awareness, space-enabled ISR and sensing, space battle management, electronic warfare, missile warning and missile defense, and satellite communications. He helps operators, technical teams, and business leaders understand one another's priorities and the conditions needed for a capability to provide useful value.

Through Caelaris, Jonathan advises on mission fit, product and market strategy, business development, and user adoption. Mission fit asks whether a capability solves a meaningful operational problem. User adoption addresses what people need to trust, integrate, and use it consistently. Both inform decisions from the beginning.

Based in the Tampa, Florida area, Jonathan works directly with leadership teams to sharpen decisions, focus pursuit effort, and prepare for operational use. His advice can support a focused pursuit, a complementary partnership, or a change of direction when the fit is weak.



Credentials & Qualifications

- 22+ years in defense and space operations
(retired U.S. Space Force officer)
- M.S., Aeronautical Science (Space Studies)
(Embry-Riddle Aeronautical University)
- Space Professional Certifications, NSSI
- Joint Professional Military Education
- Defense Acquisition University Courses

Mission & Domain Experience

- Space operations and space domain awareness
- Space-enabled ISR and sensing integration
- Space battle management and mission integration
- Electronic warfare
- Satellite control network operations
- Missile warning and missile defense
- SATCOM and enterprise space support
- Joint, coalition, and special operations integration

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