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Outline Proposal Template for Downstream Applications Demonstration Projects

# INTRODUCTION

The ARTES 4.0 Downstream Applications is dedicated to develop pre-operational downstream applications and services using existing space technologies, integrated, when needed, with terrestrial solutions.

An Outline Proposal is a means for the Tenderer to provide an initial iteration on the content and justification of the planned ARTES 4.0 Downstream Applications activity.

The Tenderer is reminded that the ARTES 4.0 is an optional programme of the European Space Agency, and as such every activity has to explicitly receive the financial authorisation by the National Delegation(s) of the relevant countries of the consortium. The Tenderer / Sub(s) shall therefore contact their National Delegation(s) before submitting their Outline Proposal[[1]](#footnote-2). Should the National Delegation(s) request access to the Outline Proposal, this shall be handled directly by the Tenderer / Sub(s) and the National Delegation(s).

The Tenderer is required to submit an Outline Proposal containing the information described in this document before submitting a Full Proposal. On the basis of the information provided in the Outline Proposal, the eligibility of the proposed idea for ARTES 4.0 Downstream Applications support will be assessed by relevant ESA experts and early feedback will be provided. Only once the Outline Proposal is found acceptable by ESA may the Full Proposal be submitted.

Concerning the use of this template, please note the following:

1. Parts in red font in this template should be modified as appropriate for your proposed activity.
2. Text in blue and in a smaller font size (example) is for guidance and can be removed from the completed outline proposal document.
3. In case the Tenderer has already produced an [Activity Pitch Questionnaire (APQ)](https://business.esa.int/sites/default/files/ESA%20Business%20Applications%20Activity%20Pitch%20Questionnaire.docx), the specific section AP.X.Y of the APQ can be directly copied as relevant.

The [Terminology used in ESA Business Applications](https://business.esa.int/sites/default/files/TERMINOLOGY%20used%20in%20ESA%20Business%20Applications.docx) document provides an explanation of the relevant terminology and shall be used as a reference in preparation of the Outline Proposal.

The submission of this Outline Proposal is hosted in the [ideas.esa.int](https://ideas.esa.int/servlet/hype/IMT?documentTableId=45087137960739904&userAction=Browse&templateName=&documentId=bd400066b7e9e17a4bf482d5963744dc) website.

If you are new to the website, you will need first to create an account with a valid email address.

If you already have an account in this website, you can login into the website and proceed with the submission using the [Channel OUTLINE PROPOSAL for ARTES DOWNSTREAM BUSINESS APPLICATIONS - FEASIBILITY STUDIES / DEMONSTRATION PROJECTS](https://ideas.esa.int/servlet/hype/IMT?documentTableId=45087137960739904&userAction=Browse&templateName=&documentId=bd400066b7e9e17a4bf482d5963744dc).

The funding requested for the proposed project shall not exceed 50% of the corresponding cost, and up to 80% for activities performed by micro, small and medium-sized enterprises (i.e. enterprises fulfilling the criteria defined in the European Commission Recommendation of 6 May 2003 (2003/361/EC) or as updated).

Please use this page as the cover page of the Outline Proposal and remove the previous three pages (Template Title page and Introduction)

This outline proposal shall be no longer that 30 pages. Use 10 point font and do not increase page margins.

Project Name

Outline Proposal for ARTES 4.0 Downstream Applications Demonstration Project

Programme Line: BASS

Date: ……

Reference: ……

Outline Proposal Validity: 8 (eight) months from submission date

ESA Template Ref. 1.9 issued 11/03/2024

[INTRODUCTION 0](#_Toc161057864)

[1 PROJECT SUMMARY AND RATIONALE 2](#_Toc161057865)

[1.1 Background information 2](#_Toc161057866)

[1.2 Service Description and Selling Point(s) 2](#_Toc161057867)

[1.3 Space Asset(s) and Rationale 3](#_Toc161057868)

[2 BUSINESS PLAN 3](#_Toc161057869)

[2.1 Customer Segments 3](#_Toc161057870)

[2.2 Value Propositions 4](#_Toc161057871)

[2.3 Channels 4](#_Toc161057872)

[2.4 Customer Relationships 5](#_Toc161057873)

[2.5 Revenue Streams 5](#_Toc161057874)

[2.6 Key Resources and Dependencies 5](#_Toc161057875)

[2.7 Key Activities 6](#_Toc161057876)

[2.8 Key Partners 6](#_Toc161057877)

[2.9 Cost Structure 7](#_Toc161057878)

[2.10 Competitive Landscape 7](#_Toc161057879)

[2.11 Market Analysis 8](#_Toc161057880)

[2.12 Exploitation Plan 9](#_Toc161057881)

[2.13 Cashflow Forecast 10](#_Toc161057882)

[2.14 Environmental and Social Benefits 13](#_Toc161057883)

[3 SYSTEM AND IMPLEMENTATION ASPECTS 14](#_Toc161057884)

[3.1 User Requirements 14](#_Toc161057885)

[3.2 System/Service Architecture 14](#_Toc161057886)

[3.3 Implementation Approach 15](#_Toc161057887)

[3.4 Pilot-Demonstration Service 16](#_Toc161057888)

[3.5 Technical and Non-Technical Risks 17](#_Toc161057889)

[4 Financial, Management, Administrative (FMA) 17](#_Toc161057890)

# PROJECT SUMMARY AND RATIONALE

## Background information

Project Name:

Provide a short catchy name or acronym as well as the full project name. Please avoid to picking a name of a project that is already present in the ESA Business Applications family. This can be checked under: <https://business.esa.int/projects> . The project name should be the same used for the commercial branding of your product / service. This part can be extracted from AP.1.1.

Company Proposing:

Provide details (i.e. address, country, website, contact point name, telephone and e-mail) of the company leading the consortium. This part can be extracted from AP.1.2.

Company background:

Provide a short description of the company background. This part can be extracted from AP.1.3.

Are you familiar with ESA Business Applications?

Indicate if you have worked with ESA before and how you discovered ESA Business Applications. This part can be extracted from AP.1.4.

Are you applying as a consortium?

Who are the other entities?

List the other entities, including their country. This part can be extracted from AP.1.5.

Have you (or your partners) contacted your National Delegation or ESA Business Applications Ambassadors (where available)?

Indicate if you have been in touch with your National Delegation and if you have received any early feedback regarding this application. Also indicate if you have discussed this application with your ESA Business Applications Ambassadors, if applicable. This part can be extracted from AP.1.7.

## Service Description and Selling Point(s)

Background information regarding the problem you intend to solve:

Provide a short summary with key background information and some context to explain the rationale of what you propose. For instance, trends in the market, obstacles with current solutions and/or operations, opportunities linked to upcoming regulations or way to improve the way businesses are currently conducted.

Description of the product / service you intend to offer:

Describe the product / service that will be offered at the end of the project. For instance: The <name of the service> is a <description of the service>. It provides <target customers> the ability to <technical features>, using <specific techniques>, based on <space assets>, delivering a <unique selling point>. This part can be extracted from AP.2.1.

In the case that the activity is proposed for the Strategic Programme Lines (5G or 4S), explain how your service makes use of 5G networks/secure space systems

5G SPL: Indicate the value of using space assets and data together with 5G technologies, indicate the level of 5G and other technology(ies) maturity, indicate the 5G actors (e.g. telecommunication operators) involved in the value chain and their level of engagement in the project

4S SPL: indicate if the service is specifically addressed to institutions or relates to public safety objectives, if there is a need to deploy/utilize secure satellite communications and which are the actors involved in the value chain related to 4S (e.g. institutional users, secure satcom providers, ..)

Innovation / unique selling point with respect to what is available in the market:

Indicate the key innovation or unique selling point that would justify the commercial success of the product / service. This part can be extracted from AP.2.4.

## Space Asset(s) and Rationale

Space technology / space asset(s) intended to be used, and rationale:

Indicate how the space assets / technology will be used in the product / service provision and justify their need in comparison to other solutions. Note that in most situations there are alternative technologies, but they are not appropriate due to specific reasons that need to be presented. This part can be extracted from AP.2.5.

In case Earth Observation data is used, specify data provider and access to data.

How does the proposed product / service fit within your current business activities and your mid- / long-term strategy?

Indicate how this project will support the growth of your market share, complement existing product / service, or expand to adjacent markets. For new companies preparing to launch their first commercial product / service, indicate your mid- / long-term strategy within the context of the project. This part can be extracted from AP.3.3.

# BUSINESS PLAN

The Business Model Canvas (available at: <https://business.esa.int/documents>) can be optionally used to provide a summary overview of this part of the document. However, provision of the Elements 2.1 to 2.9 below is required.

You must complete the [Cashflow Forecast Workbook](https://business.esa.int/sites/business/files/Cashflow%20Forecast%20Workbook.zip) and paste the results into section 2.13.

Assuming a favourable feedback of your outline proposal by the Agency, the business plan provided here in the outline proposal should be carried forward to form part of your associated Full Proposal (with updated information, as appropriate).

## Customer Segments

The key customers segments targeted by our product / service are:

This part can be extracted from AP.2.2.

The pains (e.g. problems) and gains (e.g. benefits) are:

This part can be extracted from AP.2.3.

The potential customers already identified are:

This part can be extracted from AP.3.2.

The following table provides a summary overview of the key customers, the associated high level characterisation in relation to the target product / service and their representativeness for the targeted market segment.

Table 2.1 Key Customers/Customer Segments and their Needs

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Key Customer / Customer Segment | Customer’s relevant Tasks/Jobs | Customer’s Pains (e.g. problems) | Customer’s Gains (e.g. benefits) | Rationale for Involvement |
| e.g. Farmer XXX (potato production) | Forecast yields | Manual survey expensive (XX EUR per ha) | Reduce manual labour by YY% | Key player in the market of ZZZ |
| ……… | ……… | ……… | ……… | ……… |
| ……… | ……… | ……… | ……… | ……… |
| ……… | ……… | ……… | ……… | ……… |

If the product / service is/are targeting a few important customers, each customer should be clearly identified. Add any supplementary text you feel is necessary to clarify the nature of your intended customers and to explain their main needs. Please note that the problems must be specific and show a detailed understanding of the customer pain. Possible examples: maintenance of water flow sensors takes a lot of time: the average call out time is 2 hours and total savings due to the product / service would be 200kEUR/year. Additionally, the risk of flooding would be reduced (2 major incidents last year) with an expected value of R (reduction in probability of accident occurring) × (expected loss in case of accident).

Please note that the formulation of the User Needs is not required here. For the difference between Customer and Users, please refer to the ESA Business Applications Terminology.

## Value Propositions

The table below identifies the specific characteristics of our product / service that will address the previously-identified customer problems/needs(e.g. performance, cost, new features) and define its value proposition i.e.: value that the product or service offers to its customers.

Table 2.2 Key Product / Service Characteristics and value proposition

| **Customer Segment** | **Envisaged Prodcut/Service Offer incl. Key Characteristics** | **Value Proposition** |
| --- | --- | --- |
| Potato producers | Yield estimation service – prediction of XX months in the future | More reliable planning for harvesting and transportation (AA % cost reduction) |
| ……… | ……… | ……… |
| ……… | ……… | ……… |
| ……… | ……… | ……… |

Add any supplementary text that you feel that is necessary to fully explain your value proposition e.g. potential customers who have confirmed the relevance of your value propositions

## Channels

In the commercial exploitation stage, our product / service will be sold to the customers via these channels.

Indicate whether or not the sales channels are already established. If not, explain how they will be created. If these are new customers (i.e. your company has not sold product / service to them in the past), please explain your approach to reaching these customers.

## Customer Relationships

Our relationships with the key customers already exist/must be created/have to be improved.

Provide factual information, for instance, existing contracts with figures. If the product / service targets only one specific customer, a letter of interest from this customer has to be attached to the outline proposal, confirming the adequacy of the value proposition. Specify whether software/hardware maintenance contract should be established with the customer. Indicate the customer representatives will be involved in the proposed project and which kind of formal agreement you intend to set up with them.

## Revenue Streams

In the commercial exploitation stage, our product / service will be sold to our customers as described in “Table 1. Sales of products/services” in the Cashflow Forecast Workbook.

Provide the rationale for the pricing model including the assumptions that justify the fees (as detailed in the yellow cells in Table 1) for each Service Type.

.

## Key Resources and Dependencies

To realise our product / service and deliver the value propositions we need the critical resources and dependencies that are defined in the following table, as applicable.

Table 2.6 Key Resources and Dependencies

|  |  |  |
| --- | --- | --- |
| **Required Resource** | **in place** | **Potential Issues** |
| ……… | yes/no | ……… |
| ……… | yes/no | ……… |
| ……… | yes/no | ……… |

Resources could include, for example, assets, company competences, money, manpower, know-how / expertise, key suppliers, consultancy service, and manufacturing, test or other facilities. Indicate whether or not the resources are expected to be in place at the time of need. If not, explain the actions to be taken to secure their availability on time. Indicate potential issues associated with each key resource. These could include, for example, long lead items, software licensing, patent constraints, procurement policies and national/international restrictions (e.g. export restrictions).

## Key Activities

To realise our product / service and deliver the value propositions we need to perform the key activities identified in the table.

Table 2.7 Overview of Key Activities

|  |  |  |
| --- | --- | --- |
| **Key Activity** | **Description** | **When are going to be performed (during or after the project)** |
| ……… | ……… | ……… |
| ……… | ……… | ……… |
| ……… | ……… | ……… |

List at high level all of the main activities that have to be performed in order to reach the commercial objectives of the Business Plan. Please note that the tasks to be realised in the frame of the proposed activities (listed in Section 3.4) are typically a subset of the above. Briefly explain the criticality of each key activity to the success of the development and to the overall activity.

## Key Partners

The value chain involves the actors defined in the table below.

Table 2.8 Key Partners

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Partner Name** (company name, country, web link) | **Background / Experience** | **Involvement in the Project** (e.g. none, sub, supplier, pilot user, customer, integrator) | **Involvement in the Commercial Exploitation**  (yes/no, role) | **Type of Agreement** (e.g. NDA, partnership agreement, contract) |
| ……… | ……… | ……… | ……… | ……… |
| ……… | ……… | ……… | ……… | ……… |
| ……… | ……… | ……… | ……… | ……… |

Please, take into account partners during the project stage may not be the same as during exploitation (e.g. HW factory producing the designed product may not have a role during the project, but it will be necessary during exploitation). Please explain the status of those relationships (existing, in progress, to be established…) complementary to the info of the table above.

The following diagram describes the project partners and their role in the commercial exploitation stage of the product / service.

Figure 2.8 Project Team Composition and Roles



## Cost Structure

The key cost elements to run the product /service during the commercial stage are presented in “Table 1. Sales of products/services”, “Table 2. Profit and Loss” and “Table 3. Human resource costs per year per full time employee” in the Cashflow Forecast Workbook.

Provide below the rationale for the assumptions that justify the costs and expenses (yellow cells) for each Service Type.

|  |
| --- |
|  |

## Competitive Landscape

Our product / service is addressing the sector of …… (e.g. provide few examples), which has the following characteristics: …. (e.g. geographical reach, trends, sales model).

Our key competitors and the nature of the competition are identified in the table below.

Table 2.10a Summary of the Competition

|  |  |  |  |
| --- | --- | --- | --- |
| **Competitor** | **Nature of Competition** | **References** | **Comparison with what Proposed** |
| ……… | ……… | ……… |  |
| ……… | ……… | ……… |  |
| ……… | ……… | ……… |  |

Indicate the nature of the competition for each of the identified competitors. For example, an existing or potential supplier of the same type of product / service, an established supplier of similar product / service, a new entrant to the market, an entity known or suspected to have plans to develop the same type of product / service, a market incumbent. Quantify the nature of the competition as far as possible (e.g. provide estimates of their market share, competitiveness in terms of pricing, etc.).

Provide references to substantiate your assessment of the competition (e.g. web links, references to market analyses, data sheets, etc.).

Please note that statements such as “There is no such product / service on the market, ergo there is no competition” are not considered acceptable, because the number one competition stems always from the existing way the problem is solved currently by the users/customers. The number two competition typically disregarded is from other solutions the customers might be able to take up (substitutes which do not require space assets).

Our key competitive differentiations are summarised in the following table.

Table 2.10b SWOT Analysis

|  |  |
| --- | --- |
| **STRENGTHS**  - List of strengths | **WEAKNESSES**  - List of weaknesses |
| **OPPORTUNITIES** - List of opportunities | **THREATS** - List of threats |

Strengths are characteristics that give you an advantage over your competitors. Weaknesses are characteristics that place you at a disadvantage with respect to the competition. Opportunities are (usually external) elements that you could exploit to improve your business prospects. Threats are elements (e.g. external influences) that could threaten your business prospects. Add supplementary material as necessary to fully describe the competitive environment. On the basis of the SWOT analysis, please identify your strategic options to achieve the commercial goals.

## Market Analysis

The market segment(s), its size and the geographical reach are:

This part can be extracted from AP.3.1.

The position of our product / service in the market is summarised in the matrix below.

Table 2.11 Market positioning

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| MARKETS | New (MN) | ………. | ………. | ………. |
| Adjacent (MA) | ………. | ………. | ………. |
| Existing (ME) | ………. | ………. | ………. |
|  | | Existing (PE) | Incremental (PI) | New (PN) |
| PRODUCT / SERVICE | | |

For example, if the product / service tries to resolve a potential need not yet expressed by users, the market positioning will be New, and shall be indicated accordingly in the above table (MN). If the intended project tries to improve (e.g. by increasing features, reducing costs) a product / service, the product / service positioning will be existing (PE). Possible combinations of Markets / Product / services shall be marked in the table (either with a “X”, or with the name of the product / service) as appropriate.

In terms of the market, our projection is to capture in the short-term for each of the identified customer segments in presented in ‘Table 1. Sales of products/services” in the Cashflow Forecast Workbook.

Provide below the rationale for the assumptions that justify the units sold (tallow cells) for each Service Type.

## Exploitation Plan

Time of commercial entry into the market and way forward to bring the activity results to commercial product / service:

This part can be extracted from AP.3.5.

Expected economic, social or environmental benefits inside and outside the consortium, and associated timescale:

This part can be extracted from AP.3.6.

## Cashflow Forecast

A profit and loss and cash flow statement is provided in the Cashflow Forecast Workbook.

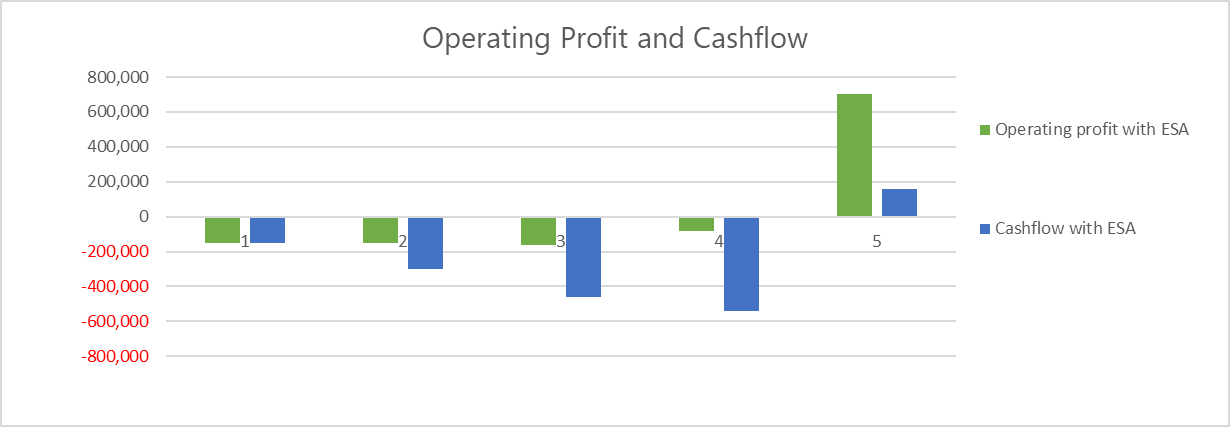
The tables and graph below are just an example. Paste below the Tables 1. To 4. Plus the Operating Profit and Cashflow chart from the Cashflow Forecast Workbook.











(The above tables and graph are just an example. The above tables and graph should be extracted from the [Cashflow Forecast Workbook](https://business.esa.int/sites/business/files/ARTES_Business_Applications_Financial_Forecast_Workbook.zip))

## Environmental and Social Benefits

The proposed project and the resulting services will contribute to Environmental and Social benefits as indicated in the Table below.

Explain how your proposed solution has no negative impacts on the environment and society.

In case benefits for the environment are foreseen, please complete the below table. For the definition of the topics, refer to the [EU Green Deal](https://commission.europa.eu/strategy-and-policy/priorities-2019-2024/european-green-deal_en).

Table 2.14a. Environmental Benefits (if applicable)

|  |  |
| --- | --- |
| **Relevant Topic** | **Applicable**  put an X if applicable |
| Green Buildings and Sustainable Cities |  |
| Clean Water |  |
| Protecting Ecosystems |  |
| From Farm to Fork |  |
| Sustainable Tourism |  |
| Green Finance |  |
| Green Energy |  |
| Sustainable Mobility |  |
| Circular Economy |  |
| Other (specify) |  |

If a positive impact for the society is foreseen, please complete the below table(more than one topic is possible). For the definition of the topics, refer to the [SDGs](https://sdgs.un.org/goals).

Table 2.14.b. Social Benefits (if applicable)

|  |  |
| --- | --- |
| **Topic** | **Applicable**  put an X if applicable |
| No Poverty |  |
| Zero Hunger |  |
| Good Health and Well-being |  |
| Quality Education |  |
| Reduced Inequalities |  |
| Other (specify) |  |

# SYSTEM AND IMPLEMENTATION ASPECTS

## User Requirements

The following table provides a first iteration of the user requirements.

Table 3.1 User Requirements

| **Req. ID** | **User Requirement Name** | **Description** | **Justification wrt the Value Proposition and/or comment** | **Related customer segments** |
| --- | --- | --- | --- | --- |
| ……. | ……. | ……. | ……. |  |
| ……. | ……. | ……. | ……. |  |
| ……. | ……. | ……. | ……. |  |

The intended approach to identify the user requirements during the project execution will be based on …. (e.g. waterfall, agile). The planned level of involvement of the pilot user/customer in this process is ….

## System/Service Architecture

A high level block diagram of the system/service showing the key attributes and key building blocks and the main interfaces is provided in the figure below.

Figure 3.1 System/service Architecture



EXAMPLE

Identify any differences in the System/service architecture between the pilot and the full commercial deployment.

With reference to the figure above, the pilot system to be deployed in the proposed activity will consist of the following elements:

* Remote terminals…/ number of remote sites
* Service centre…
* Etc.

If more than one pilot demonstrator is proposed, identify which part of the pilot system are used in each proposed pilot demonstrator

## Implementation Approach

The starting point for our project is:

(e.g., idea, prototype, existing product, existing service, results from other activities, discussions with potential users). This part can be extracted from AP.4.1.

The key activities proposed to execute are:

This part can be extracted from AP.4.2.

The expected goals / outputs at the end of the activity and the way they will contribute to the final product / service are:

This part can be extracted from AP.4.3.

The elements to be developed in the proposed activities are ……

Our proposed development approach is the following: …… (describe the source of the key building blocks, such as existing elements and/or all items to be developed). This will result in the following hardware / software models to be built, verified and delivered: prove of concept, fully operational prototype, commercial service.  
The overall service development approach is here outlined: …….

Provide supplementary text as necessary to fully explain the development approach.

## Pilot-Demonstration Service

The pilot-demonstration service has the following objectives …….

We will assess the success of the demo project based on the following KPIs (please, at least one KPI per objective) …….

The pilot-demonstration service activities will be based on the following undertakings: users/customers involvement, envisaged utilisation of the system, e.g. 2 hours of use every day, duration of the pilot-demonstration stage e.g. 8 months, etc.

The following space asset(s) will be used in the pilot-demonstration: ….

The expected preparation activities of the pilot-demonstration will include: specify as needed (e.g. deployment, integration within the user environment, acceptance, logistics, training).

The customers/users/stakeholders participating in the pilot-demonstration, the related level of involvement and a short description of the activities to be performed by them is summarised in the table below.

Table 3.4 Involvement of Users, Customers and Other Stakeholders in the Pilot-Demonstration

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Name** | **Role in the Pilot-Demonstration** | **Activities** | **Agreement and associated status (in place, to be secured in Full Proposal, etc.** | **Names of decision makers and involvement in the pilot stage** |
| ……… | ……… | ……… | In place / in Full Proposal… | ……… |
| ……… | ……… | ……… | In place / in Full Proposal… | ……… |
| ……… | ……… | ……… | In place / in Full Proposal… | ……… |

Preliminary considerations for evaluating system and service performance during the pilot-demonstration are here summarised: ….

The success criteria / goals to be achieved during the pilot/demonstration to gain customer commitment are: ….

The success criteria / goals shall be presented in terms of Key Performance Indicators (KPI’s) that quantitatively measurable and are relevant for inferring commercial uptake of the service after the end of the project. Therefore, the KPI’s must be relevant to the pilot users and potential customers and their interest in adopting the service. KPI’s must be related to the value propositions.

## Technical and Non-Technical Risks

The major technical, operational and business related risks associated with the proposed activity and the associated mitigation plans are:

This part can be extracted from AP.4.7.

These risks are summarised in the following table.

(Complete the following table as appropriate)

Table 3.5 Overview of the Major Risks and the proposed Risk Mitigation Actions

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Risk Identifier** | **Description** | **Likelihood** | **Severity** | **Mitigation Actions** |
| ……… | ……… | low/medium/high | low/medium/high | ……… |
| ……… | ……… | low/medium/high | low/medium/high | ……… |
| ……… | ……… | low/medium/high | low/medium/high | ……… |

Our approach to promote the commercial uptake of the system/service is: …. (e.g. incentives for project pilot-demonstration users to subscribe to the operational service).

# Financial, Management, Administrative (FMA)

The table below provides a high level description of the key activities (e.g. first level Work Packages, to be provided in graphical format if it’s available) to be performed including the time planning information.

Table 4.1 Key tasks and high level information

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **WP Identifier**  (e.g. WP1000, WP2000, …) | **WP Title** (e.g. Management, Requirements Definition,Development XXX, Verification, Pilot System Deployment, Pilot/Demonstration) | **Key activities** | **Responsible Entity** | **Schedule** |
| ……… | ……… | ……… | Prime/Sub A…. | KO-KO+xx m |
| ……… | ……… | ……… | Prime/Sub A…. | KO-KO+yy m |
| ……… | ……… | ……… | Prime/Sub A…. | KO-KO+zz m |

The table below provides a high level description of the proposed team, including the internal source of co-funding.

Table 4.2 Main project participants and experience

|  |  |  |
| --- | --- | --- |
| **Company Name / Users** | **Main figures**  (e.g. year of creation, size, turnover, number of employees) | **Relevant Experience** |
| ……… | ……… | ……… |
| ……… | ……… | ……… |
| ……… | ……… | ……… |

Table 4.3 Costing and pricing

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Company Name** | **SME yes/no** | **Country** | **Budget (cost)**  **kEUR** | **ESA contribution (price) kEUR** | **Source of co-funding** | **National Delegation Support[[2]](#footnote-3)** |
| Prime | yes/no | ……… | ……… | ……… | ……… | yes/no/under discussion |
| Sub 1 | yes/no | ……… | ……… | ……… | ……… | yes/no/under discussion |
| Sub 2 | yes/no | ……… | ……… | ……… | ……… | yes/no/under discussion |

Examples of possible sources of co-funding are: existing funds in bank account coming from sales / profit, already approved / prospective bank loan, investment from external source e.g. private investment funds, other contributions. Note that public grant funding cannot be considered as the source of co-funding.

The purpose of this information is to provide evidence on the capabilities of the involved company(ies) to pay their share of the cost of the proposed activity elements (procurements, facilities, manpower) and, as such, can serve the obligations of the activity.

The table below provides a break-down of the main cost elements.

Table 4.4 Main costs elements

|  |  |  |  |
| --- | --- | --- | --- |
| **Major Cost Elements**  (e.g. Key Activities like internal developments, pilot coordination, business development support, external HW/SW procurement, data procurement) | **Responsible Company(ies)**  (e.g. Prime, subcontractor(s),) | **Amount in kEUR**  (e.g.man-power costs, cost of external services and HW/SW products) | **Source of Procurement for External Services and HW/SW Products**  (Commercial Off The Shelf, supplier, loan, rental, internal cost). Please indicate if the procurement is done outside the relevant Member State\*\* |
| 1. ……… | ……… | ……… | ……… |
| 2. ……… | ……… | ……… | ……… |
| 3. ……… | ……… | ……… | ……… |

\* Third party contributions are cost elements made available by partners outside the contractual consortium (composed of Prime and Sub(s)) which are necessary for the implementation of the proposed activities. A preliminary breakdown (e.g. hours, facilities rental, asset to be depreciated) and associated justification shall be provided in order to discuss with ESA the eligibility of these costs.

Table 4.5 Cost Elements Outside Contractor(s) Country(ies)

|  |  |  |  |
| --- | --- | --- | --- |
| **Major Cost Elements** | **Supplier and Country** | **Responsible Company(ies)**  (Prime or Subco) | **Amount in kEUR** |
| 1. ……… | ……… | ……… | ……… |
| 2. ……… | ……… | ……… | ……… |
| 3. ……… | ……… | ……… | ……… |
| **Total cost outside Contractor(s) Country(ies) but within ESA member States**\* | | | ……… |
| **Total cost outside Contractor(s) Country(ies) outside ESA member States**\*\* | | | ……… |

\* Please note that expenditure outside the member state of the bidder may be subject to approval by the relevant National Delegation  
\*\* If the expenditure is outside ESA member states for an amount equal or above 200 kEUR, specific authorisation(s) from additional committee(s) may be required.

The table below provides the description of the links (if any) of the proposed project with activities undertaken by the members of the consortium in the frame of other publicly funded national and/or international programmes.

Table 4.6 Links with other programmes

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Linked Activity Name** | **Activity description and relevant links with what is proposed in this Outline Proposal** | **Cost of the Linked Activity**  **kEUR** | **Funds received by public sources**  **kEUR** | **Timeframe** | **Related programme / funding agency**  EU H2020, FP7, ESA XXX, national programmes |
| ……… | ……… | ……… | ……… | ……… | ……… |
| ……… | ……… | ……… | ……… | ……… | ……… |
| ……… | ……… | ……… | ……… | ……… | ……… |

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1. Contact details of the National Delegations can be found under: https://business.esa.int/national-delegations

   For Italian companies, it is NOT required to contact the National Delegation (ASI), because ESA has been delegated by ASI to interface with the Tenderer in the whole stage of the bidding process. [↑](#footnote-ref-2)
2. yes = The National Delegation has been contacted and is in favour of the proposed activity.  
    no = The National Delegation has not yet been contacted.  
    under discussion = The National Delegation has been contacted and discussions are ongoing. [↑](#footnote-ref-3)