

→ **KICK START ACTIVITY**

Space4Sport

<https://business.esa.int/space4sport>

Space4Sport Webinar, 7 & 14 May 2019
Norbert Huebner – Norbert.Huebner@esa.int

WELCOME TO THE WEBINAR! Before we start ...

- Due to the number of attendees, please keep your microphones muted at all times and switch off the webcam function
- You can use the conversation function anytime to submit your questions (already during the Webinar). All questions will be addressed during the Q&A at the end of the webinar.

WEBINAR AGENDA

- Introduction
 - Fuel your business
 - What ESA offers
 - Funding Opportunities
- Space4Sport
 - Opportunity
 - Background
 - Topics of relevance
 - Enablers from space
- Kick-start Activity essentials
 - Introduction to Kick-Start Scheme
 - Thematic Calls
 - Authorization from National Delegations
 - How to apply
 - The Proposal Template
 - Study Tasks
- Q&A



FUEL FOR YOUR BUSINESS

Can you leverage Space technology and data for the benefit of life on Earth?



WHAT ESA OFFERS

We'll work together to make your idea commercially viable, with:



Zero-Equity
Funding
(€60k-€2M+)



Tailored Project
Management
Support

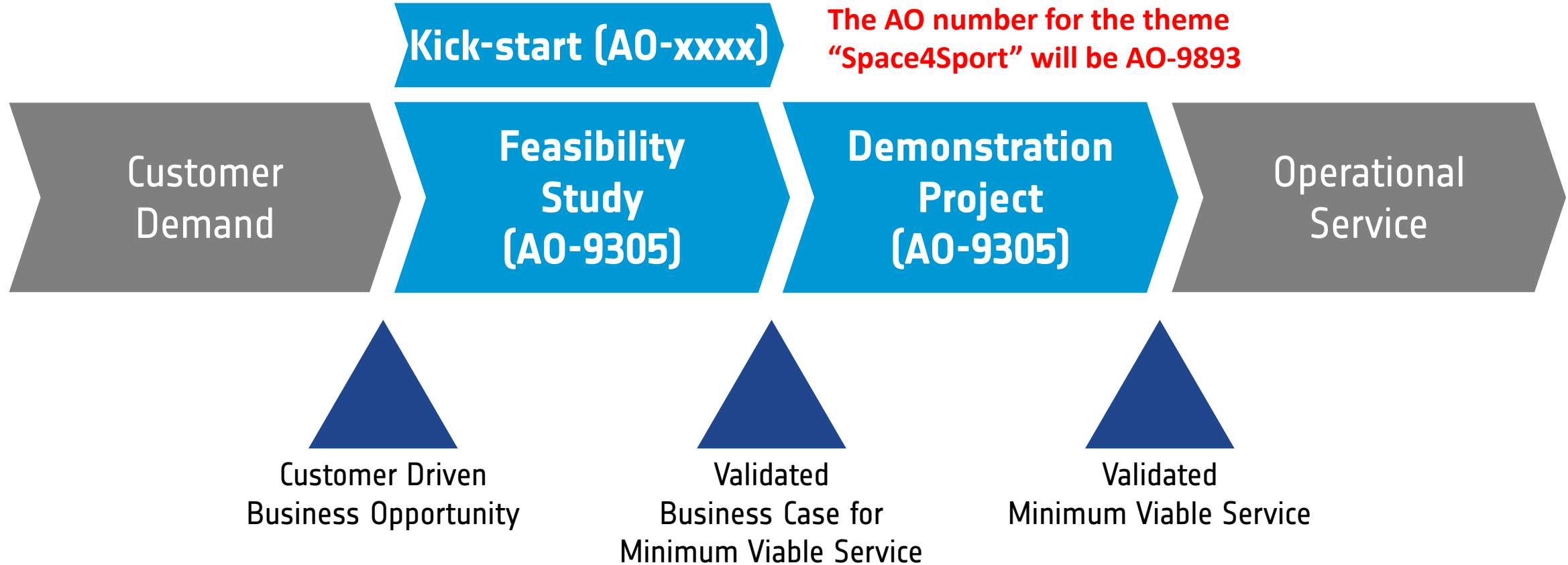


Access to
Our Network
& Partners



Brand
Credibility

FUNDING OPPORTUNITIES



OPPORTUNITY

6 months duration

up to €60K ESA funding
(75% ESA co-funding)

Develop and assess new **business case**
for **commercially viable services**

- **Customer Engagement**
incl. needs and value proposition validation
- **Technical Feasibility Assessment**
incl. Service and System Architecture,
Space data/technology integration
- **Commercial Viability Assessment**
incl. Business Model and Plan



- For many people sports is their **favourite leisure activity**, whether for active participation as sports person or passively following as spectator of sporting events. The sport industry is the market in which the products offered to its buyers are sport, fitness, recreation, or leisure related and may be activities, goods, services, people, places, or ideas.
- Due to its **growing impact on Europe's economy and society**, sport has gained an important place in European strategies and programmes. The sport business industry has experienced phenomenal growth in a relatively short period with yearly growth numbers in the range of 5-20%.
- 2011 study of European Commission assessing the sport sector's economic importance in the EU Member States, in particular its **growth and employment potential**, adding up to 294 BEuro of overall gross value in the EU, including the direct effects of sport combined with its multiplier (indirect and induced) effects. (<http://ec.europa.eu/assets/eac/sport/library/studies/study-contribution-spors-economic-growth-final-rpt.pdf>)
- As an industry, sport has been **particularly receptive to developments in technology and analytics**: Wearable technologies have been diversified, teams and sporting bodies have worked to make their stadiums more connected, Virtual Reality has made its route into sports with individual training programs, and **analytics teams have continued to embed what they do into every area of their organisations**.
- Sports tech is fast becoming the **next great tech opportunity**, and not just for athletes. Venture capitalists are rapidly recognising this potential. Most recently, Jerusalem-based equity crowd funding platform Our Crowd launched a \$50 million venture fund, Advantage, which focuses exclusively on sports technology.

TOPICS OF RELEVANCE



Domains (not exhaustive)	Potential applications
Sports Tourism	<ul style="list-style-type: none">• “spectator sport” segment: travels/transport to sport events, accommodation, sports colleges, etc.• “participant sport” segment: planning, preparation, execution, participation to sports events
Fan Engagement and Experience	<ul style="list-style-type: none">• Personalised fan experience• Tracking of tickets sold in secondary market• Real-time in-game insights
Sports Facilities	<ul style="list-style-type: none">• Support to planning, design, construction of facilities• Support to facilities management
Sports Equipment and Vehicles	<ul style="list-style-type: none">• Information inputs for improvement of equipment• Tracking vehicles and measuring performance aspects
Individual Sports, Athlete Endorsement, Sports Coaching	<ul style="list-style-type: none">• Novel analytics solutions integrating additional data• Analytical analysis for valuing athlete performance• Information support for improving performance• Virtual coaching combining wearables and augmented reality
Sports Medicine	<ul style="list-style-type: none">• Prediction of likelihood of injuries• Assistance for untrained persons• Support during rehabilitation process
Animals and their Upkeep	<ul style="list-style-type: none">• Many of the aspects addressed above

THE POWER OF SPACE



Satellite Navigation

Global Positioning
Navigation
Velocity
Precision Timing
Activity Tracking
Route Optimisation
Personal Security



Satellite Communication

Reliable and Secure
Communication
Remote Connectivity
Backup to Terrestrial
Infrastructure



Earth Observation

Land, Sea, Air
Monitoring
Infrastructure Monitoring
Resource Mapping
Environment Sensing
Change Detection
Weather and Pollution
Forecasting



Spaceflight Technologies

Augmented Reality
Health Sensors
Procedures
Big Data Processing
Artificial Intelligence

INTRO TO THE KICK-START SCHEME

- “Kick-start Activities” enable companies to undertake **short Feasibility Studies** (up to 6 months) that **explore new service and application concepts** making use of space capabilities.
- “Kick-start Activities” assess the technical feasibility and commercial viability of an idea with **limited initial investment** by companies. As such, this scheme is considered particularly attractive for newcomers into ESA Business Applications, targeting especially **SMEs and start-ups**.
- ESA is committed to a **rapid evaluation** process, allowing companies to keep the pace into the market.
- Successful Kick-start Activities can be further developed into commercially-viable businesses with follow-up support from ESA Business Applications in the form of **Demonstration Projects**(*)

(*) <https://business.esa.int/funding/direct-negotiation-call-for-proposals/demonstration-projects>

THEMATIC CALLS FOR KICK-START ACTIVITIES

The Thematic Calls for Kick-start Activities are **open to any company or organisation residing in participating Member States** (Austria, Belgium, Czech Republic, Denmark, Finland, France, Germany, Greece, Ireland, Italy, Luxembourg, the Netherlands, Norway, Poland, Portugal, Romania, Sweden, Switzerland and the United Kingdom).

⇒ Restricted to organisations **not having received already 2 contracts within the last two years** under this Kick-Start scheme (they are free to apply to A0-9305)

Kick-start Activities aim at exploring the **viability of new service/application** concepts and **consolidating the user landscape** including derivation of user requirements.

Kick-start activities resulting from Thematic Calls are funded at **75 %** by the Agency for a maximum amount of **60,000 Euro** per activity.

The Thematic Calls for Kick-Start Activities follow a **competitive tendering procedure**. The evaluation criteria and associated weighting factors are published in the cover letter of the Call for Proposals.

AUTHORIZATION FROM NATIONAL DELEGATIONS

The **availability of funding** for this specific Thematic Call against which you submit your Proposal is an admissibility criteria. Proposals not authorized at the closing date of the Thematic Call will not be admitted for evaluation.

For each individual Thematic Call, information on the list of **Member States** that have already provided their financial support (**pre-authorization**) to this Thematic Call is provided in the cover letter of the tender documents.

In case your company/organisation resides in a country which has not pre-authorized this Thematic Call, you need to **contact your National Delegation** as soon as possible to potentially obtain such authorization. The contact information of the National Delegations can be found at <https://business.esa.int/national-delegations>.

For the Thematic Call on 'Space4Sport', Norway and United Kingdom have already pre-authorized the funding.

→ HOW TO APPLY 1/2

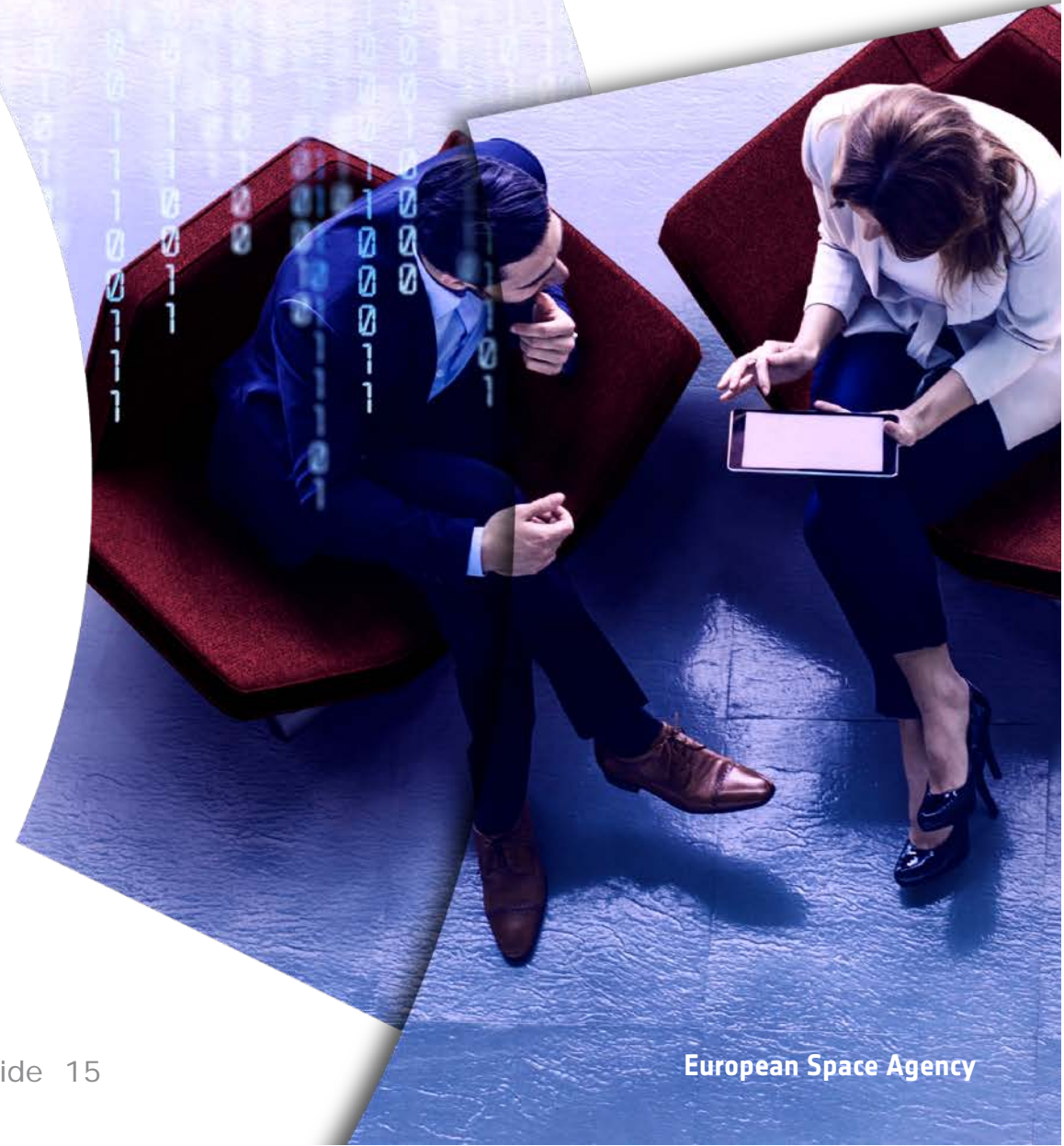
1. **Register** by completing online questionnaire under [ESA-STAR Registration](https://esastar-emr.sso.esa.int/) (minimum 'light registration') (<https://esastar-emr.sso.esa.int/>)
2. **Download** the official tender **documentation** (Invitation to Tender) via EMITS '**AO-9893**' from **21st May 2019** onwards
3. **Create** 'Bidder Restricted Area' in ESA-STAR
4. **Write your proposal** and obtain **Letter of Authorization** from [National Delegation](#), as required.
5. **Submit** your proposal via 'Bidder Restricted Area' in [ESA-STAR Tendering](#) by **1st July 2019 13:00 CEST** (Don't wait until the last minute!)



→ HOW TO APPLY 2/2

The Call for Proposals will be issued on EMITS (<http://emits.sso.esa.int/emits/owa/emits.main>) under '**AO-9893**' and includes:

- **Letter of Invitation**
- **Appendix 1:** Activity description “Space4Sport” including background, topics of relevance, potential of space assets, examples, etc.
- **Appendix 2:** Draft Contract
- **Appendix 3:** Tendering Conditions for Express Procurement Procedure - EXPRO/TC
- **Appendix 4:** Proposal Template

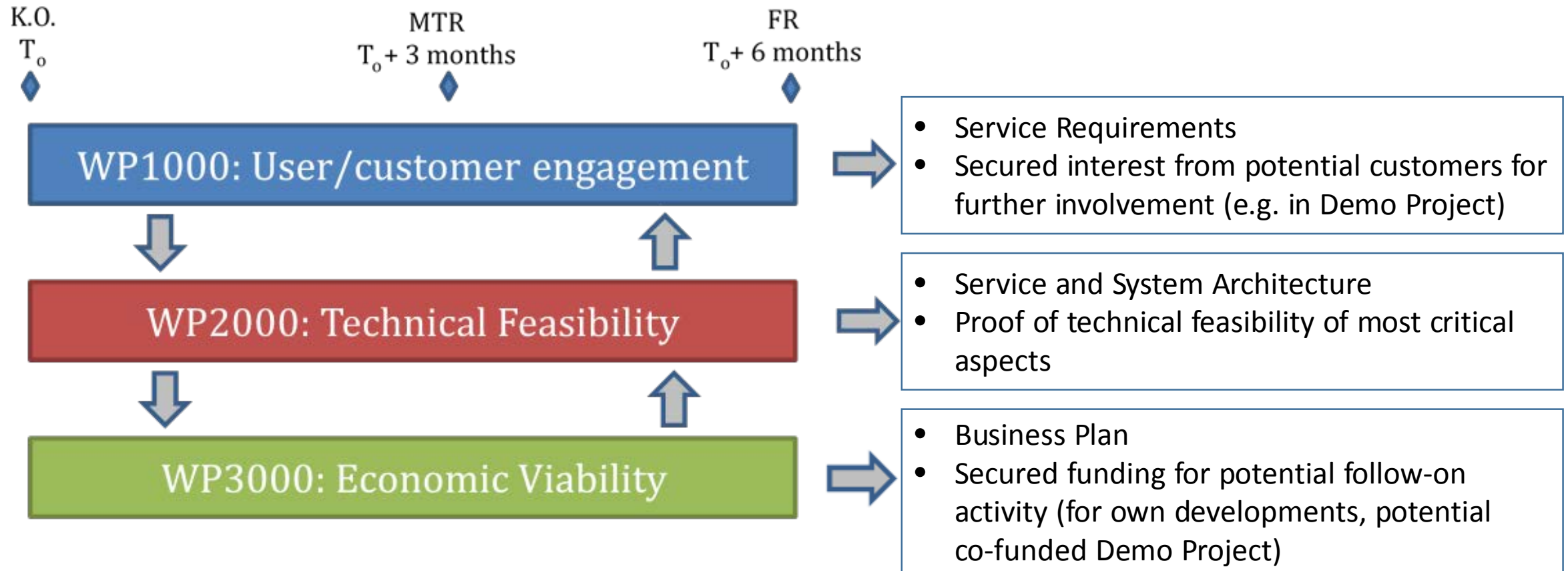


→ THE PROPOSAL TEMPLATE

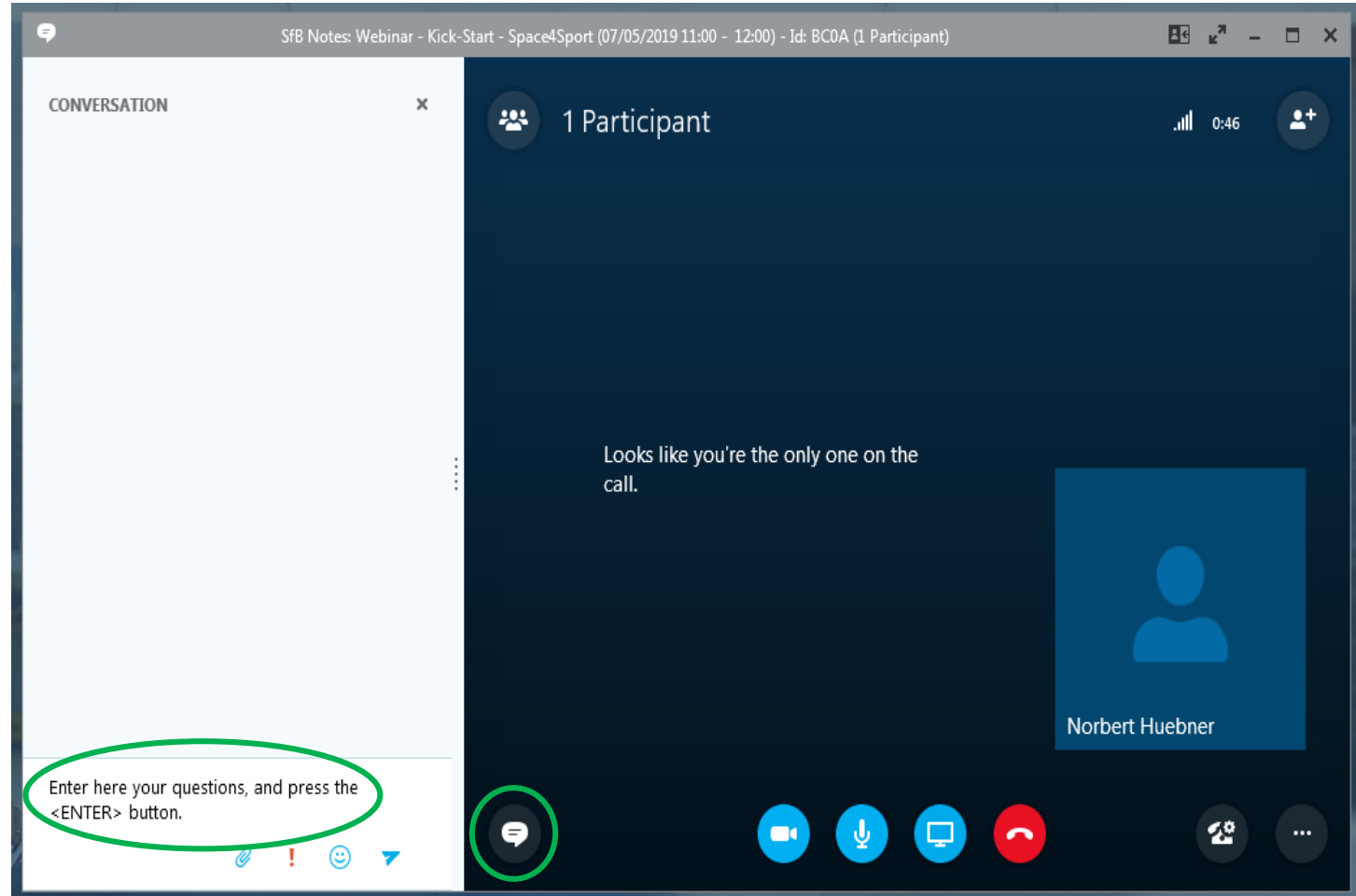
Your Proposal shall include the following information:

- A) Proposal Cover Letter (template)
- B) Detailed Proposal (template)
 - 1) Executive Summary (max 1 page)
 - 2) Business Potential (max 5 pages)
 - 3) Technical Concept (max 5 pages)
 - 4) Team and Resources (max 3 pages)
 - 5) Management (max 4 pages, pre-filled)
 - 6) Financials (max 2 pages)

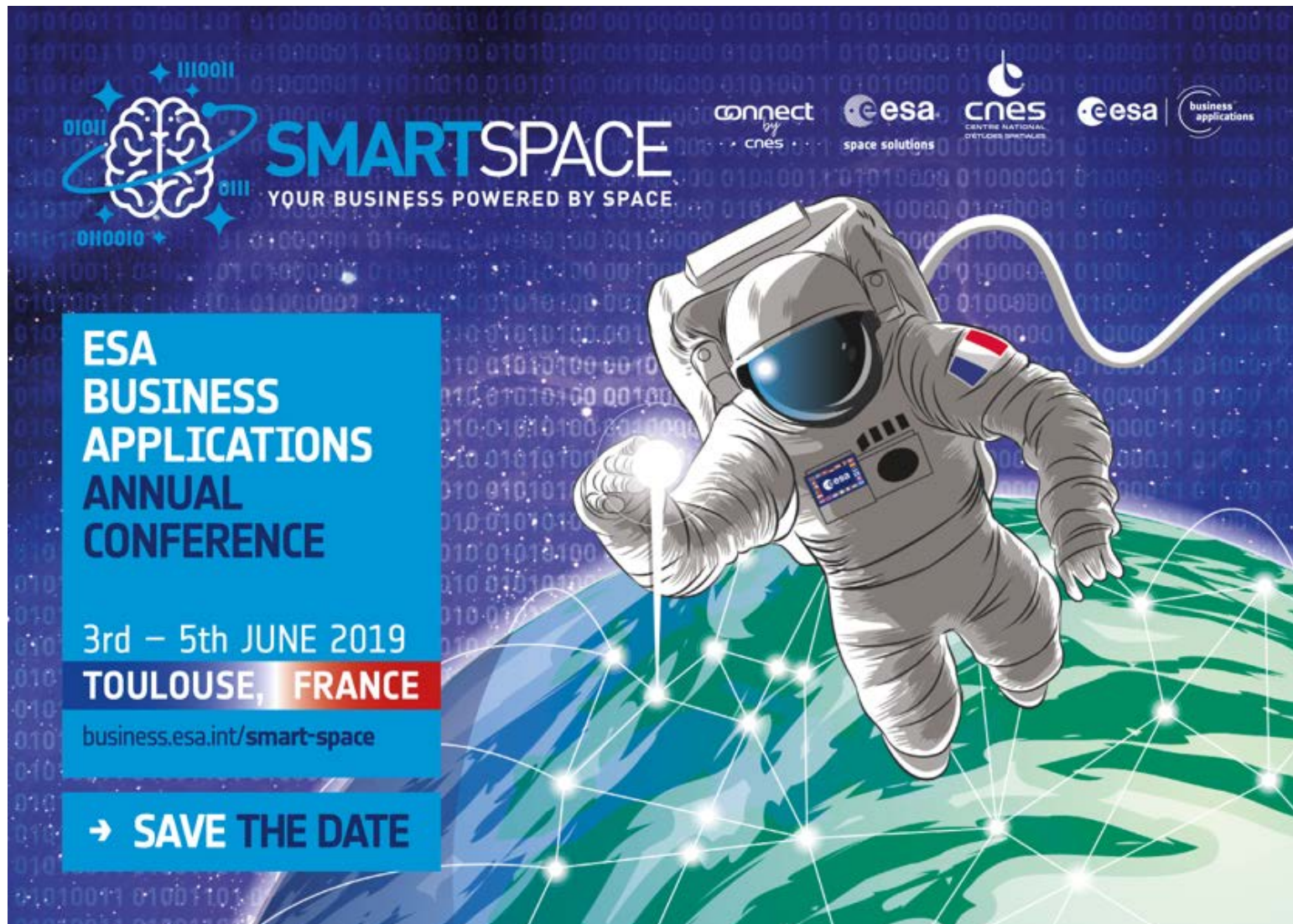
→ STUDY TASKS



→ Q&A



FYI: ANNUAL CONFERENCE “SMART-SPACE”



The poster features a central illustration of an astronaut in a white suit with a French flag patch, floating in space above a green and blue globe. The globe is overlaid with a white network of lines and glowing nodes. The background is a dark blue space with binary code (0s and 1s) scattered throughout. In the top left, there is a logo of a brain with binary code around it. The text 'SMARTSPACE' is prominently displayed in large, bold, white letters, with the tagline 'YOUR BUSINESS POWERED BY SPACE' underneath. To the right of the main text are logos for 'connect by cnes', 'esa space solutions', 'cnes CENTRE NATIONAL D'ETUDES SPATIALES', and 'esa business applications'. A blue box on the left contains the following text:

**ESA
BUSINESS
APPLICATIONS
ANNUAL
CONFERENCE**

3rd – 5th JUNE 2019
TOULOUSE, FRANCE
business.esa.int/smart-space

→ SAVE THE DATE

Further information (registration, agenda, accommodation) under <https://business.esa.int/smart-space>

A large circular collage centered on the Earth from space. The collage is composed of several overlapping segments: a bar chart with an upward trend, a pair of lungs, a person running, a coastal landscape with a river, a port with shipping containers and cranes, a field of solar panels, and agricultural fields. The background is a dark space with stars.

→ THANK YOU FOR PARTICIPATING

Contacts:

Norbert.Huebner@esa.int

Nil.Angli@esa.int

Elena.Razzano@esa.int