



→ FUNDING & SUPPORT OF
ARTIFICIAL INTELLIGENCE KICK-START

JOIN OUR WEBINAR
AI FOR SOCIAL IMPACT
JUNE 12TH 2019 11:00 (CEST)

→ FUNDING UP TO €60K PER ACTIVITY
OPENS: JUNE 25th 2019
CLOSES: AUGUST 30TH 2019





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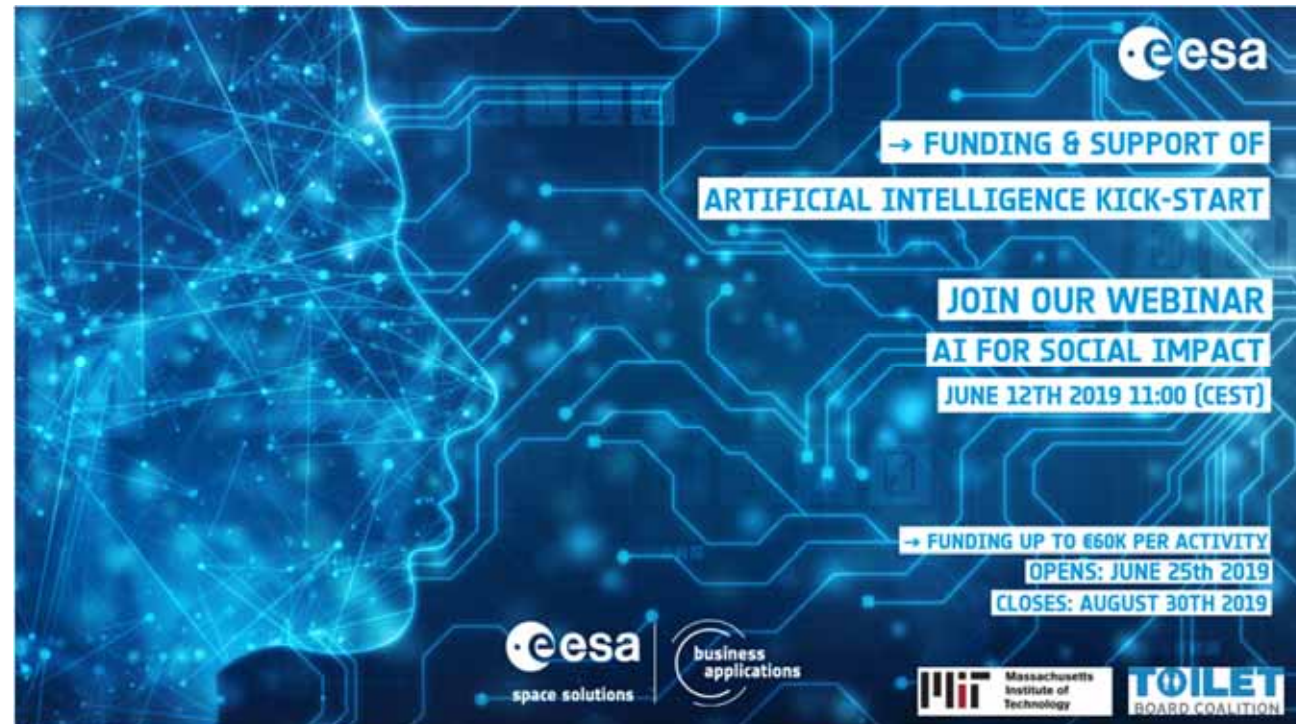
European Space Agency

→ 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. They will be addressed during the Q&A at the end of the webinar

→ AGENDA

- Introduction
 - Fuel your business
 - What ESA offer
- Artificial intelligence kick start calls
 - Background & Opportunity
 - Topics of relevance
- AI for social good: MIT experience
- AI and space for sanitation: Toilet Board Coalition
- Kick-start Activity essentials
 - How to apply
 - Authorization from National Delegations
 - The Proposal Template
- Q&A



→ FUEL FOR YOUR BUSINESS

Could you be leveraging
Space technology and
data for the benefit of life
on Earth?



→ OUR OFFER

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



Zero-Equity
Funding
(€60k-€3M+)



Tailored Project
Management
Support



Access to
Our Network
& Partners



Use of the
ESA Brand for
Credibility



business
applications

→ FUNDING & SUPPORT OF SPACE-ENABLED SERVICES POWERED BY ARTIFICIAL INTELLIGENCE

Funding up to €60K per Activity

→ AI ESA KICK START CALL

- The European Space Agency is offering **technical support** and **funding** to companies developing innovative and **commercial products** and services combining **Artificial Intelligence with space technology**.
- To find out more:
<https://business.esa.int/funding/invitation-to-tender/artificial-intelligence-kick-start>



AI kick start

6 months duration

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

Develop business case for commercially viable services

- **Customer Engagement**
- **Technical Feasibility Assessment**
- **Commercial Viability Assessment**



→ AI KICK START: TIMING

The AI kick start is organised around specific macro-areas for which dedicated calls will be issued:

- **Consumer goods , business and industrial services**
(OPENING DATE 13th May 2019, CLOSING DATE 21st June)

- **Social Impact**
(OPENING DATE 25th June 2019, CLOSING DATE 30st August)



Social good: AI to make an impact on issues faced by societies.

- **Infrastructure**
(OPENING DATE 2nd September 2019, CLOSING DATE 11th October)
- **Environment and natural resources**
(OPENING DATE 14th October 2019, CLOSING DATE 29th November)

→ AI FOR SOCIAL IMPACT: TOPICS OF INTEREST

Space technology and AI to develop new services for 'social good', addressing:

- Urban planning and development
- Environmental sustainability
- Public safety
- Healthcare
- Sanitation
- Education



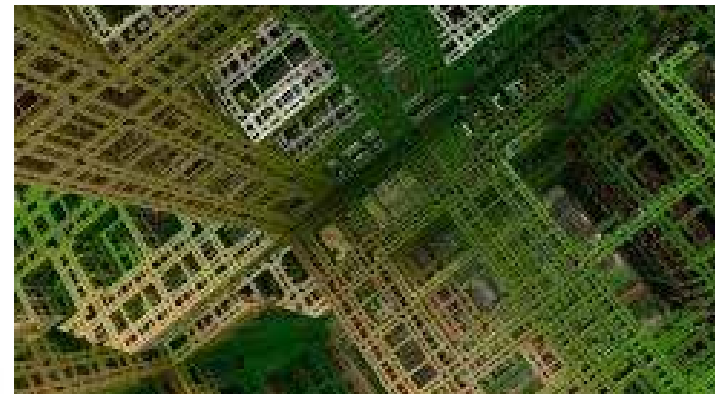
Satellite
Navigation



Earth
Observation



Satellite
Communication





**Massachusetts
Institute of
Technology**

Umberto Fugiglando, Senseable City Lab at Massachusetts Institute of Technology
Priyanka de Souza, Senseable City Lab at Massachusetts Institute of Technology



senseable
city lab.

Umberto Fugiglando
umebrtof@mit.edu



senseable
city lab.

Good vibrations

http://senseable.mit.edu/good_vibrations/



senseable
city lab.

Treepedia: Exploring the Green Canopy in cities around the world

<http://senseable.mit.edu/treepedia>

Air Quality Monitoring



Priyanka deSouza

PhD Researcher, Massachusetts Institute of Technology

CLEAN AIR NAIROBI



senseable
city lab.

<http://senseable.mit.edu/cleanair-nairobi/>

City Scanner



senseable
city lab.

<http://senseable.mit.edu/cityscanner/>

TOILET

The logo for the Toilet Board Coalition features a blue circle containing white icons of a man and a woman standing side-by-side, representing a toilet facility.

BOARD COALITION

Alexandra Knezovich , Toilet Board Coalition
knezovich@toiletboard.org



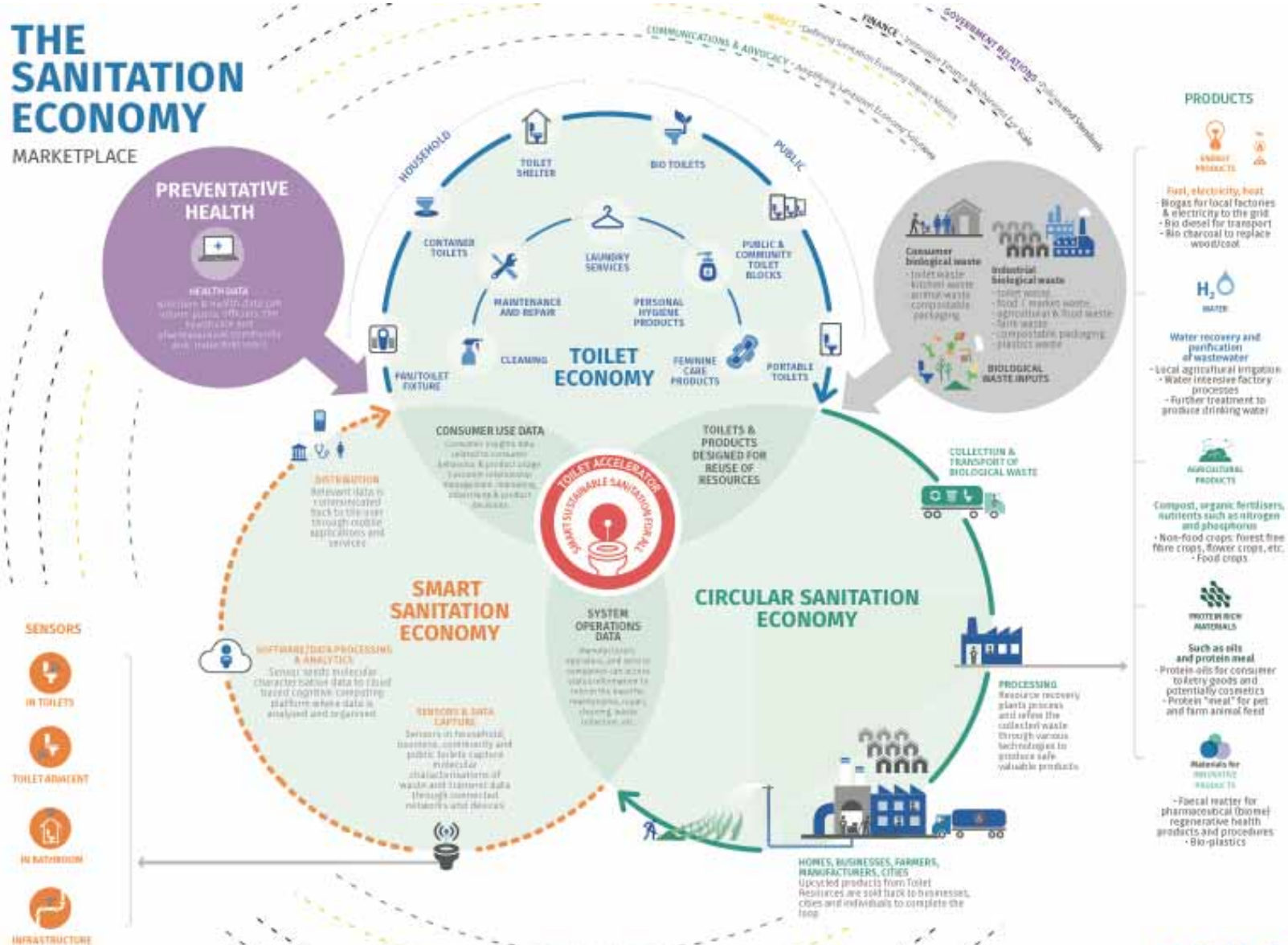
The Toilet Board Coalition and its members are bringing pioneering business solutions to address one of the world's most pressing crises, universal access to sanitation (Sustainable Development Goal 6.2).

In doing so we will un-lock a system full of natural and biological resources, as well as information about human health and behaviour, that have been virtually untapped.



THE SANITATION ECONOMY

MARKETPLACE



secretariat@toiletboard.org

www.toiletboard.org

@TheToiletBoard

Toilet Board Coalition, Rue Fendt 1, 1201 Geneva, Switzerland

TOILET
BOARD COALITION



Smart Sanitation Economy

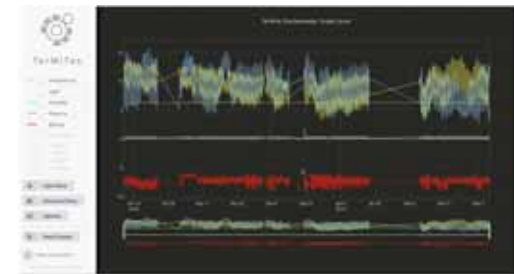
Pune Project & Space for Sanitation



Current trends in digitisation have the potential to disrupt sanitation systems, enabling new products, business models and creating new markets.

Advances in big data trends, satellite monitoring and digital health technologies combined with the wide spread adaption of mobile and smart phone technologies brings significant potential for system efficiencies, new information and insights. Sanitation systems uniquely contain a continuous supply of biological resource which could have important and positive impact on preventative health practices.

NEW TOOLS FOR BUSINESS:



RELEVANT MATERIALS:



SPACE + SANITATION 4 IMPROVED HEALTH

We would like you to present back an idea on how you can utilise space, AI and sanitation technologies to produce innovative health solutions in low and middle income markets.

- We ask for a short intro presentation (5-7 slides) that explains clearly:
 - What is the idea?
 - What is the need and the market opportunity?
 - Why is it differentiated?
 - How might your solution be trialed?
 - About your company and examples of your credentials
- Your idea must adhere to the following parameters:
 - Must include an AI capability and a visualization / user interface in the solution
 - Must use a space technology (such as: SatCom, Earth Observation, Satellite Navigation and Positioning, Space Weather, etc.)
 - Have an application within the Sanitation Economy
- Further info at: <http://ow.ly/50eH50ucslx>

A nighttime photograph of a city, likely Pune, India, viewed from a high vantage point on a hillside. The city lights are visible in the distance, and a road winds down the hillside in the foreground. The sky is dark, and the overall scene is illuminated by the city lights and the ambient light from the hillside.

TOILET
BOARD COALITION

TOILET
ACCELERATOR

THE SANITATION ECONOMY SUMMIT

19-21 NOVEMBER

PUNE INDIA

www.SanitationEconomy.com



Davide Coppola

European Space Agency

→ HOW TO APPLY 1/2

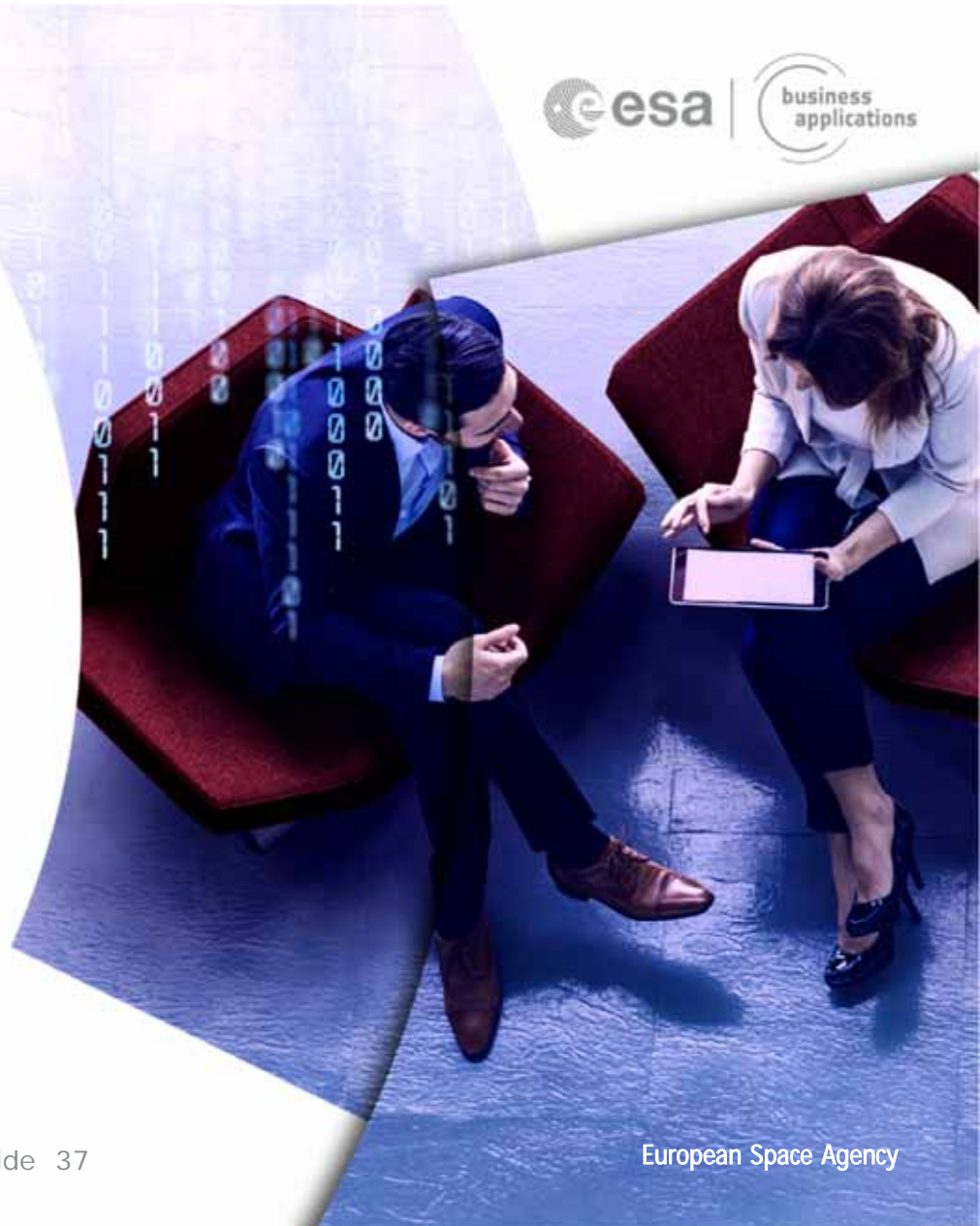
1. **Register** by completing online questionnaire on [ESA-STAR Registration](https://esastar-emr.sso.esa.int) (minimum 'light registration') (<https://esastar-emr.sso.esa.int>)
2. **Download** the official tender **documentation** (Invitation to Tender) via EMITS - [AO9889](#)
3. Create 'Bidder Restricted Area' in ESA-STAR
4. **Write your proposal** and obtain Letter of Authorization from [National Delegation](#), if needed.
5. **Submit** your proposal via 'Bidder Restricted Area' in [ESA-STAR Tendering](#) by the specific deadlines (Don't wait until the last minute!)



→ HOW TO APPLY 2/2

The Letter of Invitation to Call for Proposals is issued on EMITS (<http://emits.sso.esa.int/emits/owa/emits.main>) and includes :

- Cover letter
- **Appendix 1:**
Activity Description
- **Appendix 2:**
Draft Contract
- **Appendix 3:**
Tendering Conditions for Express Procurement Procedure - EXPRO/TC
- **Appendix 4:**
Proposal Template



AUTHORIZATION FROM NATIONAL DELEGATIONS



The [availability of funding](#) for the 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, dedicated clarifications will be posted in EMITS to provide information on the list of Member States that have already provided their financial support to the Thematic Call.

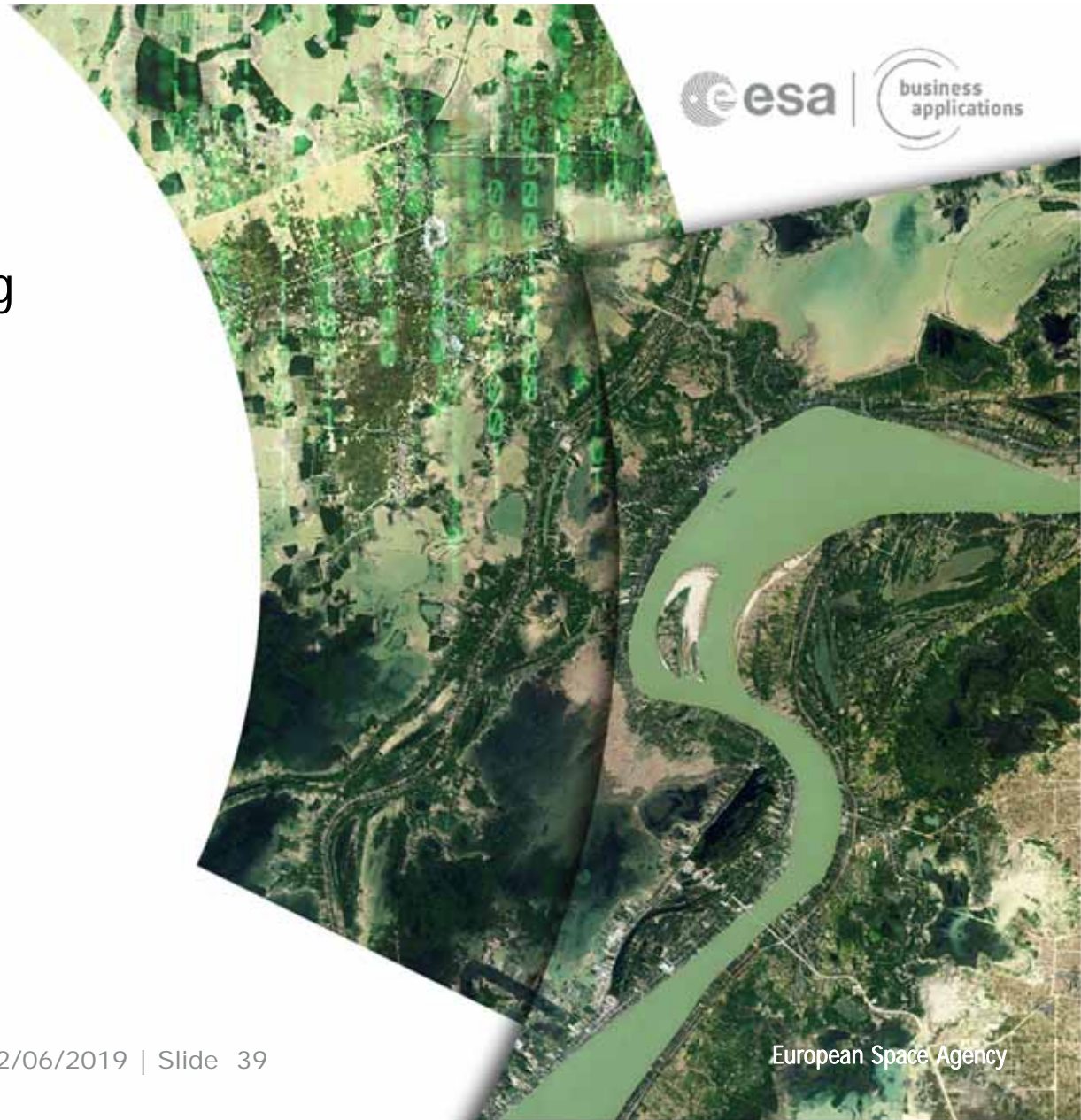
In case your company/organisation resides in a country which has not provided their financial support to the Thematic Call you are interested in, you need to [contact your National Delegation](#). The contact information of the National Delegations can be found at <https://business.esa.int/national-delegations>.

For the Thematic Call on 'AI', [Ireland, Norway, Germany and UK](#) have already pre-authorized the funding.

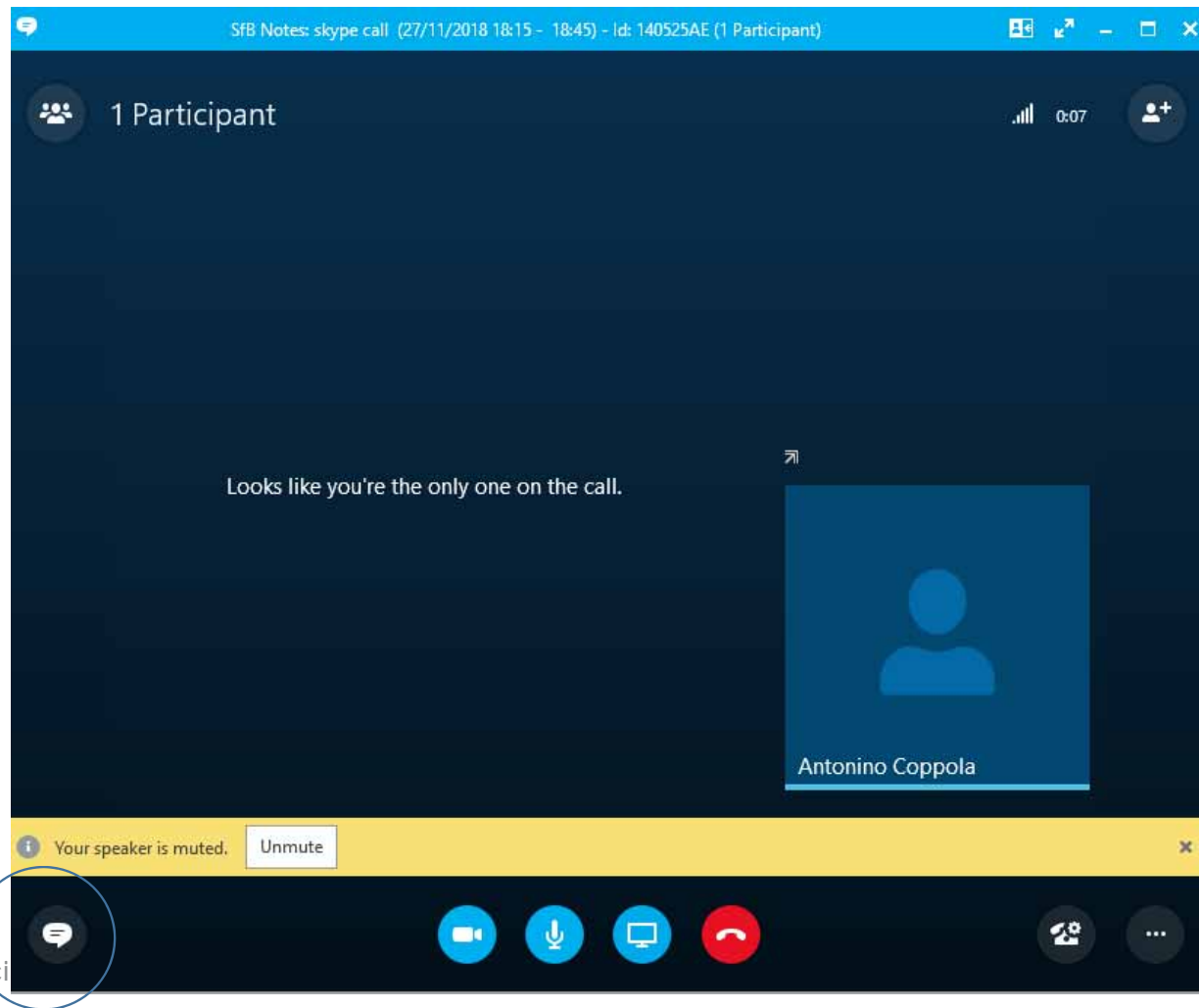
→ THE PROPOSAL TEMPLATE

Your Proposal shall include the following information:

- 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)
- 6) Financials (max 2 pages)



OPEN QUESTIONS & ANSWERS SESSION



Next AI kick start webinars

- **28/08/2019 (11:00 CEST) Infrastructure** (OPENING DATE 2nd September 2019 - CLOSING DATE 11th October)
- **01/10/2019 (11:00 CEST) Environment and natural resources** (OPENING DATE 14th October 2019 - CLOSING DATE 29th November)

→ Q&A



→ YOUR BUSINESS POWERED BY SPACE

We have already invested



€200M in over



500 European Businesses

Your company could be next.

