



Post-COVID

Health & Well-being KS

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Agenda

- ESA Welcome and **Introduction**
- About ESA's **Post-COVID Health & Well-Being** Competition
- Health & Well-Being and **Space**
- **How to Apply** to the Post-Covid *Health & Well-Being* Competition
- **Q&A** Session

space transportation



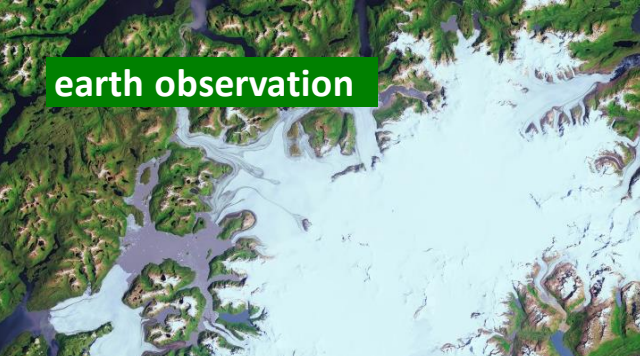
science



human spaceflight



earth observation



telecommunications
and applications



navigation



exploration



operations



technology



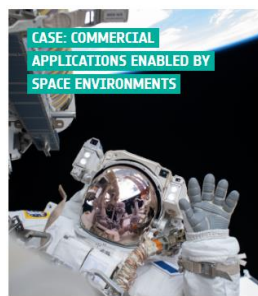
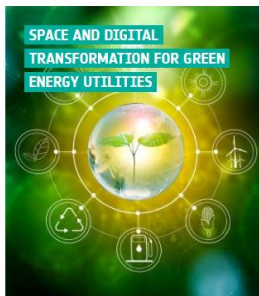
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Where to find the information

business.esa.int

- Scroll down to the part “Featured Opportunities” to see all activities currently open or in preparation



ESA SPACE SOLUTIONS OFFERS



Zero-equity funding (from
€50k to €2M+ per activity)



A personalised ESA
consultant



Technical support and
commercial guidance



Tailored project
management support



Access to our international
network of ESA and partners



Access to our network
of investors



Credibility of the
ESA brand

Project web pages:

business.esa.int/projects

Space tech, users & markets

Space Technology...



Earth Observation



Satellite Navigation



Satellite Communicatio

n



Spaceflight Technologies



Space Weather

... coupled with...

Big Data analytics

VR/AR

Artificial Intelligence

Mega-constellations

Crowdsourcing

IoT

Cybersecurity

Blockchain

5G (<https://artes.esa.int/esa-5g6g-hub>)

... to serve Users & Market



Maritime



Agricultur e



Environment

Healthcar
e

Financial



Transport



Education



Medi
a



Energy



Aviation



Post Covid Health & Well-Being
ESA's Kick-Start Competition

Context

The COVID pandemic highlighted

- The need acceleration of **digital transformation** and **adoption** of healthcare technology solutions.
- Introducing a paradigm shift in medical care, moving towards a medical approach that is **more predictive, preventive, personalised and participatory**
- The crucial need to address the **rural communities** through the ability to **operate decentralised medical services** in those areas.

This kickstart theme focusses on

- Some of the new healthcare ecosystem trends in the attempt to identify and enable new markets development and business opportunities.
- The potential role of space technologies could play in the digital transformation of the sector and its opportunities and challenges (inclusivity, safety, bridging the gaps between doctors, patients, and staff,...)



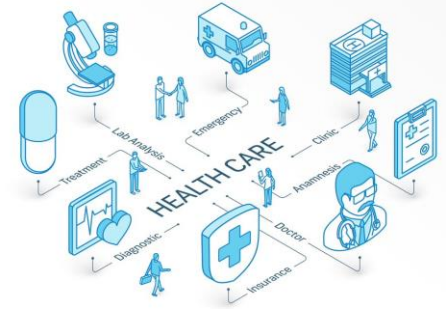
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Post-Covid Health & Well-Being: Kick-Start

Since the topic of the “Post-Covid Health & Well Being” is so vast, this Kick-Start has been split into 3 competitions:

	<u>Opening Date</u>	<u>Closing Date</u>
1. E-patient	July 6 th 2022	September 16 th 2022
2. Healthcare System Transformation	September 16 th 2022	October 28 th 2022
3. Healthy Cities	October 28 th 2022	December 9 th 2022

If you are interested in applying please decide which topic your idea falls under and submit a proposal between the opening and closing date.



The Value of Space



Earth Observation

- Collect information on geographical and environmental parameters.
- Monitor pollution levels and associated respiratory and broader health risks to relevant communities.



Satellite Navigation

- Global Navigations Satellite Systems (GNSS) enables accurate tracking and tracing of goods (logistic, supply chain), of objects (in-situ measurements, geoint) and tracking people.



Satellite Communications

- Enable (real-time) remote digital monitoring (e.g. IoT, wearables, sensors) that can be used to monitor the patient's condition (mental and physical wellbeing) and for preventive care;
- Enable more timely diagnostics, second opinions, treatment starts and adjustments by faster sharing of large data files containing information on patients between doctors, ambulances and hospitals.
- Enable remote diagnosis for patients by enabling them to engage with doctors through real-time telepresence systems (e.g. videoconferencing, Immersive reality) or live chat functionalities

E-Patient sub call

Size the opportunities to create more **inclusive** and **patient-centric** solutions.

Topics of interest include

- **Personalized healthcare** (prevention, monitoring, treatment, pharmaceutical products)
- **Patient monitoring “around the pill”**: patient-support programs to assess and improve medical treatment efficiency through crowdsourced patient’s data
- Applications using smartphones associated with image processing for **early detection of health disorders**
- **Patient Digital Twin**: new applications and business models for health data provision to caregivers / health service providers
- **Analysis of population health**: Tapping data from social media and online communities to give health care organizations the ability to track consumer experience and population health trends in real-time
- **Nutrition and lifestyles support**: promoting and rewarding healthy lifestyles and enhancing adherence dietary advice for preventing chronic diseases.
- **Digital insurance**—decreasing premium based on adoption of healthier lifestyles



How to apply?

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Who Can Apply?

- To be eligible for funding, your team must be based in one of the following countries:
Belgium, Czech Republic, Denmark, Estonia, Finland, France, Germany, Hungary, Ireland, Italy, Luxembourg, The Netherlands, Norway, Poland, Portugal, Romania, Spain, or Sweden.
- If you are considering applying, you must inform your **National Delegation to obtain a letter of authorisation** allowing the funding of the proposed activity. Contact details of each National Delegate can be found here: <https://business.esa.int/national-delegations-0>
- However, if your team is based in Hungary, Luxembourg, Norway, Germany you do not have to contact your National Delegate.



How to Apply?

1. Register your team on [esa-star Registration](https://esastar-emr.sso.esa.int) today!
<https://esastar-emr.sso.esa.int>
2. When the Kick-Start opens on July 6th 2022 visit [esa-star Publication](https://esastar-publication.sso.esa.int) and search for this Post-Covid Health & Well-Being opportunity to download the official competition documents.
<https://esastar-publication.sso.esa.int>
3. Use the official documents to prepare your proposal
4. Reach out to your National Delegate (if applicable) to request a Letter of Authorisation. Contact details of each National Delegate can be found here: <https://business.esa.int/national-delegations-0>
5. Submit your proposal via [esa-star Tendering](https://esastar.sso.esa.int) before the deadline!
<https://esastar.sso.esa.int>

Deadline for the e-patient sub call is September 16th 2022 at 12:00 CEST



Post-Covid Health & Well-being: About the Kick-Start

Winners of the competition will run a **6 month study**, called a Kick-Start.

During the Kick-Start teams will:

1. Engage with **users** and **potential customers** of the proposed service
2. Assess the **technical** feasibility of the service
3. Develop the **business model** and plan

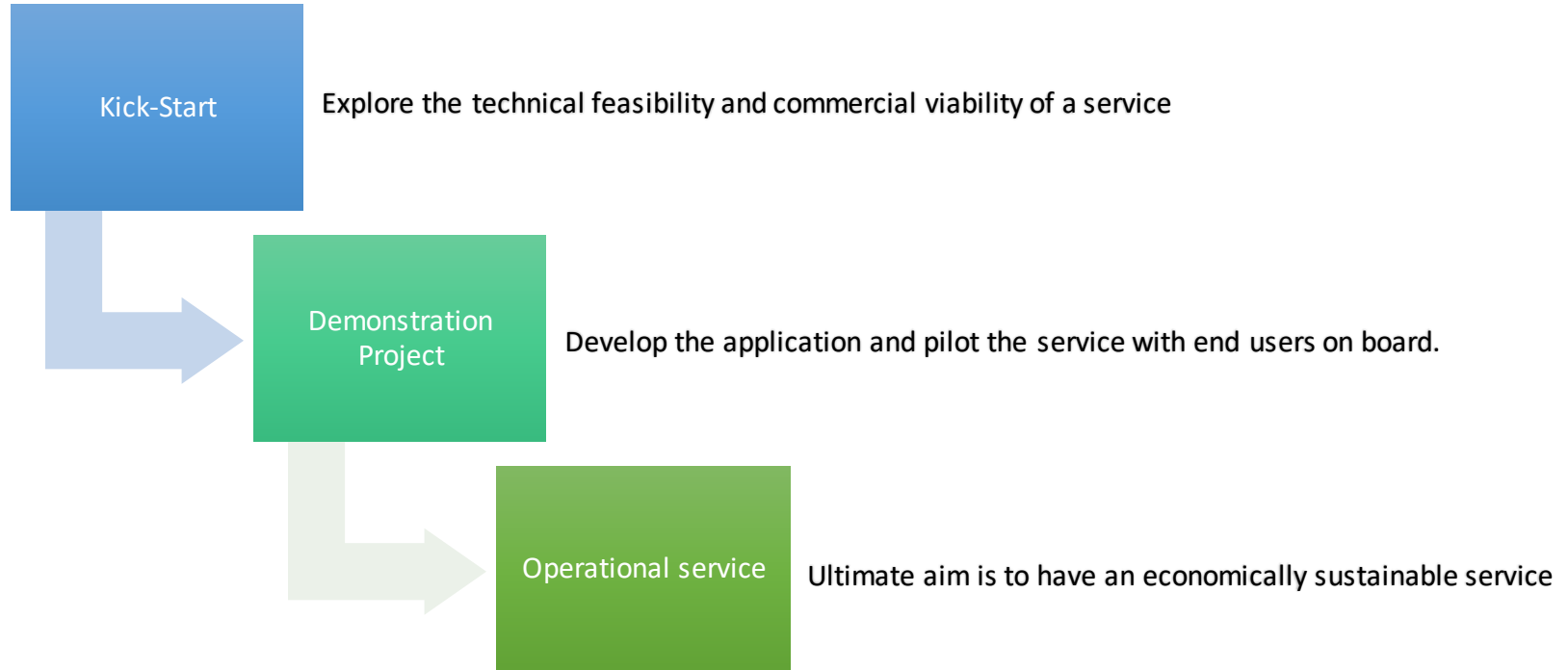
ESA will provide funding of 75% for a maximum of €60K to each winning team.

Visit: <https://business.esa.int/funding/invitation-to-tender/post-covid-health-and-well-being>





Overall Aim of the Kick-Start



Checklist

Before applying, check that:

1. Your team is proposing a service that could become operational in the near future (1-4 years)
2. Your idea tackles a challenge relating to the Post-Covid Health & Well-Being
3. Your idea uses space technology like satellite communication, Earth observation (data) or navigation.
4. Your team is eligible for funding and has attained a letter of authorisation from the National Delegate (if applicable).
5. There is a market for your service and potential users/customers will be involved in the Kick-Start

