## Space Business Idea Challenge

The European Space Agency is calling for **new idea(s) for innovative services** addressing real needs for any type of users and customers. The ideas will be selected, evaluated, discussed and awarded at the occasion of the 2016 ARTES Applications Workshop taking place 28-29th April 2016 in Brussels.

What is ARTES Applications: ESA's Advanced Research in Telecommunications Systems (ARTES) programme transforms research and development activities into operational, profitable and self-sustaining services. The ARTES Applications programmes are dedicated to funding and promoting the development of space-based applications, services and solutions for the needs of European citizens and society at large. For specific examples or more information on ESA’s ARTES Applications please visit: <https://artes-apps.esa.int/about-artes-applications>

The Challenge: Anyone (individual, team, company or consortium) is free to send in a business idea for a service, in line with the ARTES Applications programme. The proposals received will be selected and evaluated based on the following criteria:

* The service must make use of capacity of existing space assets. This means data or services from Communication satellites, Earth Observation satellites, Navigation satellites or Human Spaceflight technologies. For examples of existing products and services based on space technology visit: <https://artes-apps.esa.int/projects>
* The service should be commercially viable (e.g. existing user needs, differentiation of competitors, reliable partners, …)
* The service should be technically feasible (e.g. preference for integration of data from existing space assets complemented by non-space means )
* Innovative services, not yet available on the market in the proposed form are preferred.
* The service idea should however be mature enough to be operational within max. 5 years (the focus should not be on R&D)

All applicants are welcome to attend the workshop irrespective of the outcome of the competition. Finalists will be notified within the week beginning 18th of April. They will be invited to pitch their idea live at the workshop in Brussels. Finalists will be able to follow a masterclass on how to convince investors and receive private coaching by an experienced entrepreneur who is a guest professor at the Vlerick Business School in Belgium. The winning idea will be announced and awarded on the second day of the workshop.

Price: The winner of the challenge will be awarded a **cash price of 2.000€.**
The idea that comes second will receive a cash price of 1.000€ and the third idea will receive 500€.
Afterwards, ESA will support the development of any good idea into a real commercial service, by assisting the finalists, into applying for an ARTES Feasibility Study or ARTES Application Project if requested.

How to submit: For submitting any idea, the template provided in the following pages must be used, keeping it to max 2-pages. The resulting document must be sent to **artes-apps@esa.int** with the subject: **2016 AAW Idea Challenge**.

Deadline for proposal submission: **14/04/2016**Name(s):
Compan(y)(ies):
E-mail address(es):
Telephone number(s):

### What is the value proposition of your service?

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| Approximately 150 words. Explain why a customer should buy your service. This statement should convince a potential customer that the service will add more value or better solve a problem than other similar offerings in the market.  |

### What is the user need that this service addresses and the related business opportunity? What social or environmental benefits is the service expected to deliver to the customer/user? (Compared to the current solution they may have right now? )

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| Approximately 300 words. This section focuses on the user needs and on the business opportunity: * Provide details on the user needs and how your idea addresses them in a better way as compared to existing solutions;
* Describe the business opportunity.
* Identify any economic, social or environmental benefit the project is expected to deliver.
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### What is the size of the market opportunity that this service might open up?

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| Approximately 50 words. This section should provide some figures or estimates of the overall market size and addressable market. An overview of potential competitors is also to be provided. |

### What is the revenue/business model behind the service?

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| Approximately 150 words. This section should identify the potential operational models to be put in place and how the service will be sold to the customers. This section should also provide a description of the operational scenarios, i.e. how the service will be used operationally. |

### What technical approach will be adopted and what is the added value of the space asset(s)? What is innovative about this service?

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| Approximately 200 words. This section should present the intended solution in terms of proposed system and services, based on the integrated use of space assets, complemented by non-space means whenever relevant. Please also describe what makes your idea unique. What is innovative as compared to existing solutions? A high level service architecture diagram is a plus. |

### What risks (technical, commercial, regulatory and environmental) do you foresee so far for commercial success? How could these be mitigated?

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| Approximately 100 words. |

### Why are you the perfect partner to bring this service to the market?

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| Approximately 100 words. What is the background of your team? What is the added value you can bring to turn this idea into a success? |

**The indication of the approximate number of words for each section is mainly for guidance. Please feel free to change the length of each sections according to your specific needs but keep to 2-pages (maintaining font size and formatting!).**