

## ACTIVITY PITCH QUESTIONNAIRE (APQ)

ESA-TIAA-PO-2017-1054 - V.3.6

The **Activity Pitch Questionnaire (APQ)** allows you to present your business idea in a reduced, standardised pitch. It helps ESA to quickly take informed decisions on next steps, pointing you to the most appropriate activity stream in case the APQ is considered acceptable (e.g., additional preparatory work, training, teaming up with some other partners, go ahead targeting a Feasibility Study or a Demonstration Project).

Gated and incremental approach: The submission process is based on the following three stages: the Activity Pitch Questionnaire (this form), the Outline Proposal, and the Full Proposal. In case the APQ is accepted by ESA, the answers to the questions of this APQ will be directly integrated in the Outline Proposal and extended as needed. In a similar way, the elements of the Outline Proposal, if accepted by ESA, can be directly integrated in the Full Proposal.



### Prepare your pitch:

- Make sure you use the **LATEST VERSION** of the [APQ template](#).
- Explanations of terminology used here can be found in the document '[Terminology used in ESA Business Applications](#)'.
- Some explanations on how to prepare the APQ are available in the presentation '[ESA Business Applications - Guidelines for APQ Preparation](#)'.
- Choose the appropriate Open or Thematic Call. For further details, visit '[ESA Opportunities for Open Calls](#)'.

Call:

Activity:

### Submit your pitch:

- Contact your National Delegation<sup>1</sup> as specific rules may apply depending on your country.
- Please note that for a given idea, **ONLY ONE** APQ submission is possible (no subsequent submission of revised APQ Form(s) is allowed!).
- **The APQ has a validity of ONE YEAR: in case of no draft of Outline Proposal is submitted within one year from the date of the APQ submission, the APQ will be considered by ESA as withdrawn.**
- Your APQ shall be submitted using the **online web form submitter** accessible at '[APQ Submit](#)'  
Please note that only PDF formats are accepted.

### Activity Pitch Process:

Upon submission of your Activity Pitch Questionnaire:

- ESA may provide this Activity Pitch Questionnaire to and discuss it with the National Delegations of the countries of your consortium.
- ESA will assess your pitch.
- ESA will provide written feedback typically within 10 working days from the date of the APQ submission.


<sup>1</sup> Contact details of the National Delegations can be found under:

<https://business.esa.int/national-delegations>

For **Italian** entities, 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.

For **Greek** entities, please note that Greece does not support non-competitive bids, therefore Greek proposals are not admissible under in this call.

**Important Note:**

- For optimal viewing and accurate completion of the template, please download and install the latest version of [Acrobat Reader](#), which is available for free.
- Click on "  " for more information.

## Section AP.1 Background information

### AP.1.1 Idea name:

Brand name:  Full name:

### Thematic market area

Primary 1:  Subcategories 1:

Primary 2:  Subcategories 2:

Keywords 1:  Keywords 2:  Keywords 3:

### AP.1.2 Basic company information

Name:  Website:

Address:  Country:  Phone:

Contact point name:  Email:

### AP.1.3 Company background

Year of creation:  Revenues (Most recent figure in EUR) / Year:

Number of employees:   Industry / sector:

Coming from ESA BIC(\*):  (\*) If Yes, conclusion date of BIC contract:

More details:

### AP.1.4 Have you had any previous activities within Business Applications?

If Yes, indicate name of any previous activities and possible commercial outcomes

### AP.1.5 Are you applying with sub-contractors?

If Yes, who are the other entities?

Name:  Website:  Industry:  Country:

Name:  Website:  Industry:  Country:

Name:  Website:  Industry:  Country:

Roles in Activity:

**i AP.1.6 Does your team (company / consortium) have the right skills and experience to deliver what you are proposing?**

Please add justification/ explanation

**i AP.1.7 Have you (or your partners) contacted the [ESA Business Applications Ambassadors](#) (where available) and/or [National Delegation](#)?**

If Yes, please, provide the following information:

AP Name:  The status of discussion:

ND Name:  The status of discussion:

Additional details:

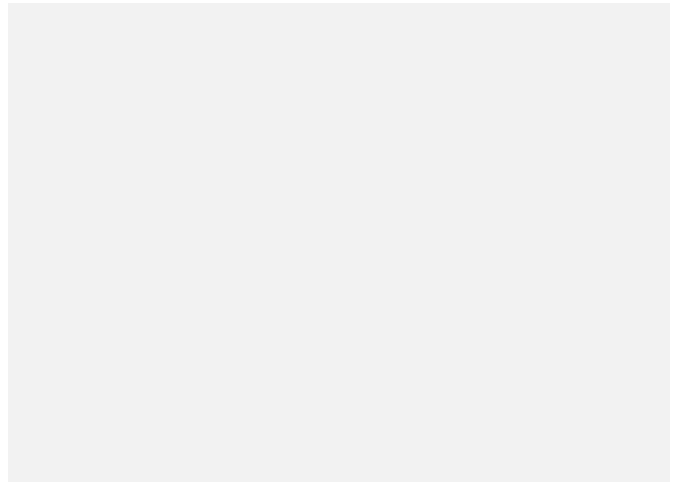
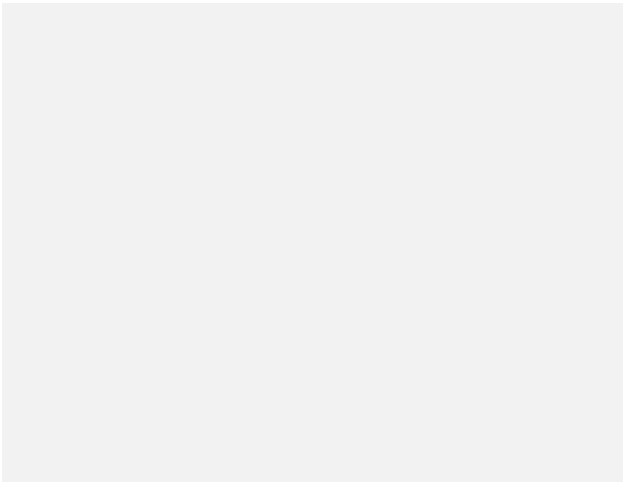
**i AP.1.8 How did you become aware of the ESA Business Applications Programme?**

Other:

**Section AP.2 (WHAT): What do you want to offer to your customers and what is the added value?**

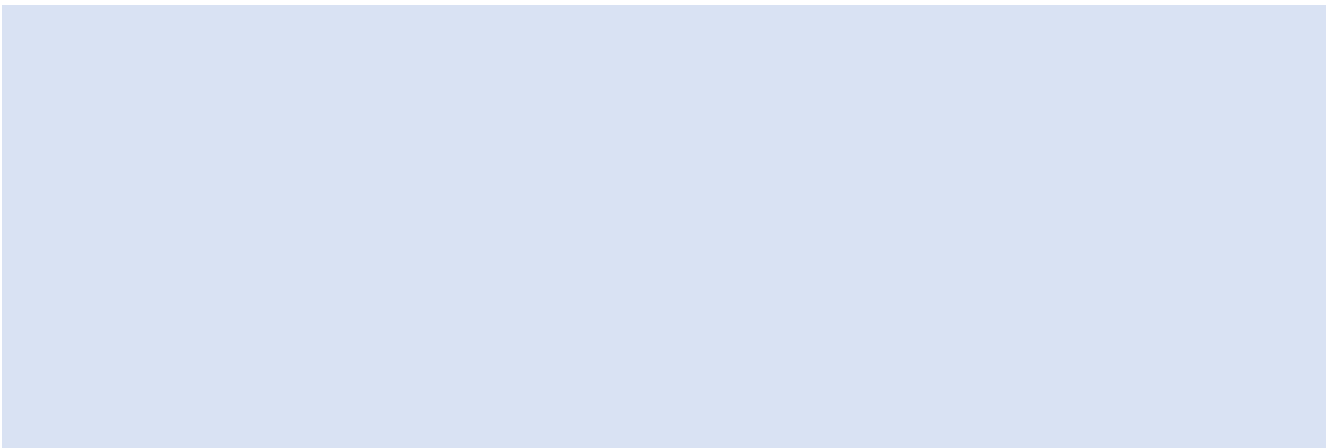
**i AP.2.1 What is the final product / service that you want to offer?**

Upload picture (Optional):



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**i AP.2.2 Who will be the customers/users of the final product / service?**



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**i AP.2.3 What are the customers'/users' pains and gains? Can you quantify them?**

Pains (e.g. problems):

Gains (e.g. benefits):

	>	
	>	
	>	
	>	
	>	

**i AP.2.4 What is innovative in what you propose? What is your unique selling point with respect to what is available in the market?**

[Empty text box for AP.2.4 response]

**i AP.2.5 What benefits do the space technology / space asset bring to the proposed product/ service?**

[Empty text box for AP.2.5 response]

**Space asset:** SatCom SatNav EO Human Space Flight

**Section AP.3 (WHY): Who are the target beneficiaries addressed by your offer, and what is the expected impact?**

**i AP.3.1 Describe your primary market and its size top-down and bottom-up. How much of this existing market are you planning to get by year 3 upon market entry?**

[Empty text box for AP.3.1 response]

**i AP.3.2 Have you already identified potential individual customers?**

[Small empty text box for AP.3.2 question]

If Yes, add more details:

Name: [ ] Website: [ ] Country: [ ]

Name: [ ] Website: [ ] Country: [ ]

Name: [ ] Website: [ ] Country: [ ]

Note: [ ]

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**i AP.3.3 How does the proposed product / service fit within your current business activities and your mid-/long-term strategy?**

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**i AP.3.4 Have you already considered how much you would charge for your product / service?**

If Yes, add more details:

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**i AP.3.5 When do you plan to enter the market with the proposed product / service? Which steps will remain to be taken after the conclusion of the activity with ESA to enter the commercial exploitation?**

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**i AP.3.6 What economic, social and environmental impact is the product / service expected to deliver and over what timescale?**



**i AP.4.5 Which co-funding are you seeking from ESA?**

Activity cost:  ESA co-funding rate %:   Company co-funding\*:

\*Availability & Source:

**i AP.4.6 What other help/support are you expecting from ESA?**

**i AP.4.7 What are the most important risks (technical / business / commercial) to your activity? What are your mitigation actions?**

Risks:

Mitigations:

<input type="text"/>	>	<input type="text"/>
<input type="text"/>	>	<input type="text"/>
<input type="text"/>	>	<input type="text"/>
<input type="text"/>	>	<input type="text"/>
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**i Rate Your Experience (Optional):**

	Very Unsatisfied	Unsatisfied	Neutral	Satisfied	Very Satisfied
➤ How satisfied were you with the overall process of completing the form?					
➤ Did you find the form instructions clear and easy to understand?	Very Unclear	Unclear	Neutral	Clear	Very Clear
➤ Did you encounter any technical issues or difficulties while completing the form?	Many Issues	Moderate	Some	Minor	No Issues

➤ Other:

PLEASE UPLOAD THE SUBMISSION FILE OF THE QUESTIONNAIRE USING THE ONLINE WEB SUBMITTER: <https://business.esa.int/apq-submit>