**Activity Pitch Questionnaire (APQ)**

**ESA-TIAA-PO-2022-2442**

The present questionnaire intends to collect in a standardised way information on various aspects of your idea / proposition.

By providing this questionnaire, you allow 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). Please note that ESA may provide this Activity Pitch Questionnaire to and discuss it with the National Delegations[[1]](#footnote-2) of the countries of your consortium.

In case you need explanation of the terminology used here, please refer to [the document](https://business.esa.int/sites/business/files/TERMINOLOGY%20used%20in%20ESA%20Business%20Applications.docx) linked here.

A presentation to provide some explanation on how to prepare the APQ is available [here](https://business.esa.int/sites/business/files/ESA%20Business%20Applications%20-%20Guidelines%20for%20APQ%20Preparation.pdf).

GATED AND INCREMENTAL APPROACH: Note that the procurement approach is based on the following three different 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 set of questions of this APQ will be directly integrated in the Outline Proposal. In a similar way, the Outline Proposal will be all integrated in the Full Proposal (in the sense that every element of the Outline Proposal will be directly integrated in the Full Proposal).



Please, keep your answers to a **maximum limit of 8 pages** (including this introduction), maintaining font size and structure, and make sure you use the LAST VERSION of the APQ template available [HERE](https://business.esa.int/sites/default/files/APQ%20ProjectName.docx). APQs exceeding 8 pages will not be admitted for assessment by ESA and will be returned to the sender.

Your APQ should be submitted using the **online web form submitter** accessible [HERE](https://business.esa.int/apq-submit). Please note that only PDF, DOC and DOCX formats are accepted. ESA will typically provide written feedback within 10 working days from the date of the APQ submission.

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.

**Section AP.1: Background information**

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| **Open Call:** | Downstream Applications AO10494 |
| **Thematic Call:** | Space for Tourism |
| **AP.1.1 Idea name:** |  |
| **AP.1.2 Company proposing:**  *(Address, country, website, contact point name, telephone and e-mail)* |  |
| **AP.1.3 Company background:**  *(Year of creation, size, turnover, number of employees).*  *Indicate whether the company is coming from an ESA BIC. If still incubated, present the conclusion date of the contract* |  |
| **AP.1.4 Are you familiar with ESA Business Applications?**  *(Yes/No. If Yes, indicate name of any previous activities)* |  |
| **AP.1.5 Are you applying as a consortium?** *(Yes/No)*  **Who are the other entities?**  *(name, country, website)* |  |
| **AP.1.6 Does your team (company / consortium) have the right skills and experience to deliver what you are proposing?**  *(Yes/No/Partial + justification/explanation)* |  |
| **AP.1.7 Have you (or your partners) contacted the** [**ESA Business Applications Ambassadors**](https://business.esa.int/ambassador-platforms) **(where available)? In addition, have you (or your partners) contacted your** [**National Delegation**](https://business.esa.int/national-delegations-0)**?**  *(Yes/No/Partial + comments. If yes, please, present the status of discussion with them)* |  |
| **AP.1.8 How did you become aware of the ESA Business Applications Programme?** *(e. g. via ESA Web site, specific event, Ambassador Platform, National Delegation, brochure, Twitter, Facebook, from previous activities)* |  |

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

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| 1. **What is the final service that you want to offer?**   *(Note: the final service shall address either thematic area(s) proposed by ESA in Section 4 of the Thematic Call document or other(s) proposed by the Bidder.)* |
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| 1. **Who will be the customers/users of the final product / service?**   *(Note: users and customers can be different: users will use the final product/ service but they do not necessarily pay for it;  customers will pay for the service, but they do not necessarily use it).*  *(Note: The Bidder shall either address the use cases included in the Annexes of “SPACE FOR TOURISM” THEMATIC CALL document or address other use cases and requirements provided by other customers / users directly involved by the Bidder.*  ***Should the bidder address the use cases included in the Annexes, please indicate whether the APQ can be distributed to the stakeholders listed in the Annexes, and which ones.*** |
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| 1. **What are the customers’/users’ pains (e.g. problems) and gains (e.g. benefits)? Can you quantify them?**   *(Note: whenever users and customers are different, pains and gains can be different as well.)* |
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| 1. **What is innovative in what you propose? What is your unique selling point with respect to what is available in the market?**   *(E.g. your differentiation from existing solutions to the customers’/users’ pains.)* |
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| 1. **Which space technology / space asset do you intend to use and why?**   *(Clarify the role of space assets e.g.: SatCom, including 5G terrestrial and satellite communication networks (if any), Sat Earth Observation data/derived products, Sat Navigation data/services, Manned Space Flight - technology/service). Please add main characteristics and potential providers.*  ***Should the proposal address 5G terrestrial and satellite communication networks, please indicate if you intend to use the*** [***5G/6G Hub in ECSAT***](https://artes.esa.int/esa-5g6g-hub)***.)*** |
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**Section AP.3 (WHY): Who are the target beneficiaries addressed by your offer, and what is the expected impact?**

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| 1. **What is the market and its size in the initially targeted primary market (which typically is the home market) and which market position do you expect to achieve in this market?**   *(E.g. target segments addressed, key quantitative figures.)* |
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| 1. **Have you already identified potential individual customers?**   *(Yes/No + comments; if Yes, indicate who they are and what is your engagement with them. Indicate their willingness to participate in the activity as reference customer, and whether they expressed potential interest in paying for the service. Note that no formal letters are required at this stage.*  ***Note: should the Bidder intend to target stakeholders included in the Annexes, ESA would facilitate contacts with those (subject to positive evaluation of the APQ). Please refer also to AP 2.2.*** |
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| 1. **How does the proposed product/service fit within your current business activities and your mid-/long-term strategy?** |
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| 1. **Have you already considered how much you would charge for your   product/service?**   *(Yes/No/Partial + comments. If Yes, provide the planned selling price for the product/service e.g. EUR/month or per unit and how many customers you plan to have one year after the end of the ESA project. Indicate whether the selling price has been already checked with customers.)* |
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| 1. **When do you plan to enter the market with the proposed product / service?  How do you plan to bring the activity results to commercial exploitation?** |
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| 1. **What economic benefits is the product / service expected to deliver to those inside the consortium and over what timescale?**   *(Describe the expected benefits for you and your consortium partners if applicable, e.g. jobs created, revenues generated, scale up plans.)* |
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**Section AP.4 (HOW): How do you intend to implement? Who are the target beneficiaries addressed by your offer, and what is the expected impact?**

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| 1. **What is the starting point before you start the activity you propose?**   *(Very short description of what you have, e.g. prototype, existing product, existing service, results from other activities, discussions with potential users.)* |
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| 1. **What are the key activities you propose to execute?**   *(Clearly state whether you propose a* [*Feasibility Study or a Demonstration Project*](https://business.esa.int/direct-negotiation)*. Key activities may include e.g. market analysis, business case elaboration, proof of technical feasibility, proof of concept, design, development, integration, testing, validation with customers through a pilot service stage.)* |
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| 1. **What are the expected goals / outputs at the end of the activity? And how will they contribute to the final product / service?** |
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| 1. **What is the overall planning and costing of the intended activity?** |
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| 1. **Which co-funding are you seeking from ESA?**   *(E.g. kEUR, percentage of the cost of the activity. Present the availability and source of co-funding.)* |
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| 1. **What other help/support are you expecting from ESA?**   *(E.g. networking opportunities, ability to use ESA branding. Note that ESA cannot provide expertise for the preparation of the proposal documents.)* |
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| 1. **What are the most important risks (technical / business / commercial) to your activity? What are your mitigation actions?** |
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PLEASE UPLOAD THIS QUESTIONNAIRE USING THE ONLINE WEB SUBMITTER: <https://business.esa.int/apq-submit>

1. Contact details of the National Delegations can be found under:

   <https://business.esa.int/national-delegations>  
    [↑](#footnote-ref-2)