

Section 1 of 7 – Innovation Project Summary – (Date)

1.1 - Innovation Executive Summary (for publication)

Innovation Name

150 characters

Reference

100 characters

Elevator Pitch

1000 characters

Customers involved & motivation

1000 characters

Sustainable Development Goals addressed

1000 characters

1.2 – Innovation there (for publication)

Choose from the list (max 3)

Aviation

Health

Infrastructure & Smart Cities

Transport & Logistics

Safety & Security

Energy

Education & Training

Tourism

Food & Agriculture

Finance, Investment & Insurance

Environment, Wildlife & Natural Resources

Maritime & Aquatic

Media, Culture & Sport

1.3 – Space Technologies / Assets for your innovation (for publication)

Choose from the list

Satellite Navigation

Earth Observation

Satellite Telecommunications

ESA Patents

Human Space Flight Technologies

SAT-AIS (Automated Identification System over satellite)

1.4 - Sustainable Development Goals (SDG, for publication)

Choose from the list (max 2)

1. No poverty

2. Zero hunger

3. Good health and well-being

4. Quality education

5. Gender equality

6. Clean water and sanitation

7. Affordable and clean energy

8. Decent work and economic growth

9. Industry, innovation & infrastructure

10. Reduced inequalities

11. Sustainable cities and communities

12. Responsible consumption and production

13. Climate action

14. Life below water

15. Life on land

16. Peace, justice and institutions

17. Partnership for the goals

**1.5 – Innovation Project pictures
and logos (for publication)**

Upload files (*.jpg and compressed in one single file)

**1.6 – How did you hear about
ASPIRE WITH ESA?**

Give us some extra details

1.7 - Promotion

Let us know if you are happy for us to share information on your
Innovation project for promotional purposes

Section 2 of 7 - Your ASPIRE team

2.1a – Lead Applicant entity background

Provide a description on your entity, relevant areas of activity, experience, products / services, key customers and any other information that can help understand why you are the right entity(ies) to bring the proposed innovation to market. Do not include resumes, you will be asked for them later. (300 words)

2.1b - Innovator name and contact details (I)

Official Entity Name

Country where you are applying from

Address, inc. postcode

Phone number

Company website

LinkedIn Social Media URL

Social Media URL

2.2- Will you employ subcontractors under ASPIRE WITH ESA

YES

NO

2.3a– Subcontractor entities background

Provide a description of the entity/ies, areas of activity, experience, products / services, key customers and any other information that can help understand why these are the right entity(ies) to bring the proposed innovation to market. Do not include resumes, you will be asked later. (max 300 words)

2.3b - Provide subcontractor entities relevant contact details

As a minimum, provide name, position, company, country, telephone number and e-mail address

2.4 – Key team members and short resumes

Explain why they are the right people to develop / market your proposed innovation. Provide information on key team members expertise (lead and subcontractors if applicable), including name, age, position in company, role in the project and any relevant expertise related to bringing innovation to market (e.g., development, sales, funds raised in the past, leadership roles, market knowledge, marketing, etc.)

Key team member #1

max 400 words

Key team member #2

max 400 words

Key team member #3

max 400 words

Key team member #4

max 400 words

Key team member #5

max 400 words

Key team member #6

max 400 words

2.5 – Recruitment strategy

Explain if / how your entity will grow thanks to this Innovation project.

If intending to grow, Indicate profiles of future employees, when and how will you recruit them.

(max 200 words)

Section 3 of 7 - Your ASPIRE Business Idea & Market Potential

3.1 - Your business idea

Provide the following: - Product / service you intend to bring to market. - Pains / problems & benefits / gains addressed by your customers

You will be asked for full details on your customers on question 3.2\.. Please don't elaborate on them here. Provide quantitative answers where applicable (max 500 words)

3.2 - Your customers & market potential

Provide the following: - Customer market segments - Current customer pipeline representative of the market segments identified - Engagement status & timeline to serve these customers - Market size and market represented by your customer pipeline - Pricing strategy, if you already have one, and its validation (max 500 words)

3.3 - Your competition & unique selling point

Provide the following: - Your 2-3 main competitors - Competition strategy: How you plan to stay ahead from competitors - Why customers should choose you. (max 400 words)

3.4 - Your preliminary financial plan

Upload s preliminary financial plan related to your innovation including: - Your past and projected cashflow - Costs - Revenues

3.5 - Your required Space Technologies / Assets

Provide details on the Space Technology(ies) / Asset(s) you intend to use for your Activity / innovation- Explain as well why they are necessary for your product / service (300 words)

3.6 - Innovation fit within your business strategy

Explain how the proposed innovation fits with your current business activities and your mid-/long term business strategy (200 words)

Section 4 of 7 - Your ASPIRE Innovation Implementation

4.1 - Your Implementation Plan

Your implementation plan scope needs to focus on: - Proof of Market: evidence customer engagement and market traction - Proof of Concept: consolidate service elements - Proof of Sustainability: demonstrate social impact and business sustainability, i.e., Socio-Economic Impact For any task within your implementation plan provide: - Your starting point (e.g., idea, prototype, existing product to enhance, project results, etc.) - Key activities (e.g., market analysis, business development, validation of assumptions, proof of concept, development, testing with customers, promotion) - Key outcomes expected (400 words)

4.2 - Implementation Gantt chart

Upload a Gantt chart including key activities and milestones reflected in 4.1

4.3 - Implementation & business risks

Technical Risk #1

Max 50 words (risk + mitigation)

Technical Risk #2

Max 50 words (risk + mitigation)

Implementation Risk #1

Max 50 words (risk + mitigation)

Implementation Risk #2

Max 50 words (risk + mitigation)

Business Risk #1

Max 50 words (risk + mitigation)

Business Risk #2

Max 50 words (risk + mitigation)

Section 5 of 7- Your ASPIRE Socio-Economic Impact (SEI)

5.1- SEI KPI #1: SDG - Target indicators

Per each SDG approached, please, specify the indicators you intend to tackle (max. 100 words per indicator, max. of 2 indicators)

Provide additional comments, including when do you expect results

5.2- Quantify the SEI you will deliver under ASPIRE Agreement

Quantify those indicators you plan to deliver as late as by the end of your Agreement (KPIs #2 to #7. Use "0" for those KPIs you won't deliver)

KPI #2 – Revenue (M€)

KPI #3 – Exports (%)

KPI #4 – Jobs (FTE)

KPI #5 – Investment Leverage (M€)

KPI #6 – Addressable Market (M€)

KPI #7 – Market and Product Innovation (Ansoff Matrix)

KPI #8a – Patents (#)

KPI #8b – Record of invention (#, nature)

KPI #9a – Extent of Value Chain (# of new customers)

KPI #9b – Extent of Value Chain (# of new suppliers)

KPI #10 – Value creation (value proposition and quantification)

Comments

5.3a – SEI Indicators you plan to deliver 3 – 5 years after finalising your Innovation Project

Choose from the list

1. SDG Impact
2. Revenue
3. Exports
4. Jobs
5. Investment Leverage
6. Addressable Market
7. Market & Product Innovation
8. Patents & Record of Invention
9. Extent of Value Chain
10. Value Creation

5.3b - Elaborate on the SEI you will deliver 3 - 5 years after the end of your ASPIRE Agreement

Please, quantify and indicate time scales as much as you can. SEI Benefits can come from the Lead Applicant, their subcontractors (where applicable) or any other third party. For information on SEI Indicators, please refer to the Call for Proposals.

Please, refer only to the SEI you will deliver after finalising the Agreement (max 300 words)

Section 6 of 7 - Your Financial Details

6.1 - Total Innovation cost and financial request to ESA

Total Activity cost (€, VAT exempt)

Total price to ESA (€, VAT exempt)

6.2 – ASPIRE WITH ESA Agreement costs breakdown

Provide a break down of your Activity costs using the "Innovation costs breakdown form" provided within the Call for Proposal

6.3 – Lead Applicant business details

Incorporation Year

Total number of employees

Total Number of FTE

Revenue last tax year (kEur)

% of revenue coming from public sources (grants)

Name and position of the person signing the agreement

6.4 – Agreement co-financing sources

Own funds

Other (please, specify)

6.5 – Evidence of co-financing sources

Upload: - your latest company accountsInnovation if you selected "Own funds" in question 6.3. - evidence of co-financing source if you selected "Other" in question 6.3. This evidence can be bank loan statements, actual term sheets from private investors, convertible loans, etc.

Section 7 of 7 – Authorisations

7.1 - National Delegation(s) letter of support

Upload your National Delegation letter of support. If you have not done so, please contact your National Delegation(s) as soon as possible to get it.

7.2 - Draft Agreement

Upload the Draft Agreement filling in the parts specifically requesting an input, marked for that effect in yellow. Don't sign the agreement yet.

If your Innovation Project is selected, you will receive the Agreement signed by ESA for your countersignature.

7.3 – Lead Applicant contact person

Provide the contact details for the person submitting this proposal. This person has to have authority to do so.

7.4 – Eligibility criteria and Eligibility Obligations

Accept

As authorized representative of the economic operator submitting this proposal, I confirm that

WE SATISFY THE FOLLOWING CRITERIA

1. All economic operators who are established in the Participating States of the Agency supporting both ESA Space Solutions and EISI qualify to submit an EISI Application to the Agency provided they both:

a) satisfy the requirements set under Article II.3 of Annex V to the Convention, and

b) do not fall under one of the exclusions foreseen under paragraphs 2 below.

2. An economic operators is excluded from any participation in an EISI procedure of the Agency whatever its subject including if it were to act as subcontractor where:

a. it does not possess the necessary professional and technical qualifications, professional and technical competences, financial resources, equipment and other physical facilities, managerial capability, reliability, experience and reputation, and the personnel, to perform the proposed EISI Project;

b. it does not have the legal capacity to enter into the EISI Agreement;

c. it is bankrupt, subject to insolvency or winding up procedures, it is having its assets administered by a liquidator or a court, has entered into an arrangement with creditors, has suspended business activities, is the subject of proceedings concerning those matters, or is in any analogous situation arising from a similar procedure provided for in national

legislation or regulations;

d. it or persons having powers of representation, decision making or control over it have been convicted of an offence concerning their professional conduct either by a judgment which has the force of res judicata or an administrative decision including that of an international organisation;

e. it has been established by any means which the Agency can justify that it or persons having powers of representation, decision making or control over it have been guilty of grave professional misconduct for having violated applicable laws or regulations or ethical standards of the profession to which they belong or for having engaged in any wrongful conduct which has an impact on their professional credibility where such conduct denotes wrongful intent or gross negligence;

f. it is not in compliance with its obligations relating to the payment of social security contributions or the payment of taxes in accordance with the legal provisions of the country in which it is established, the countries in which the Agency is established or those of the country(ies) where the contract is to be performed;

g. it, or persons having powers of representation, decision making or control over it have been the subject of an administrative decision including that of an international organisation or of a judgment which has the force of res judicata for: fraud; corruption; conduct related to a criminal organisation; money laundering; terrorist financing or terrorist related offences linked to terrorist activities respectively, or inciting aiding, abetting to commit such offences; child labour or other forms of trafficking in human beings; creating an entity in a different jurisdiction with the intent to circumvent fiscal, social or any other legal obligation in the jurisdiction of its registered office, central administration or principal place of business; or any other activity or act detrimental to the Agency's interests; and,

h. it is currently subject to a suspension pursuant to Article 19.3 of the ESA Procurement Regulations.

WE AGREE WITH THE FOLLOWING ELIGIBILITY OBLIGATIONS:

1. Until the ASPIRE WITH ESA Agreement is signed by both the Agency and the Beneficiary, the Award Authority may, for any justified reason, withdraw, amend or replace a decision.

2. That this Application contains a "Firm Fixed Price",

and that such a price represents 50 % of the total cost for the proposed activities. Fraction of cost covered by ASPIRE WITH ESA can be higher if, and only if, authorised by your National Delegation, and will not exceed, in any case, the legal limits established in the implementation of the ESA Space Solutions Programme (80 %)

3. The the public financial support requested to the Agency or to another entity does not exceed, in aggregate, €200,000 per single undertaking over any period of three (3) fiscal years, considered on rolling basis (NB: in this context, «single undertaking» shall include the economic operator and shall be interpreted in the light of the applicable legal framework.

4. That this Application has a validity period of 3 months from the Call closing date.

5. That this Application is fully compliant with the Draft ASPIRE WITH ESA Agreement and its applicable General Clauses (ref. ESA-IPL-P-REG-2020-0001, Issue 1.0)

7.5 – Personal Data Protection

I hereby agree that ASPIRE WITH ESA process our personal data provided through the present Call for Proposals as stated below:

The Applicant needs to include personal data as part of this Application so we can contact you back. The Agency, while not being subject to national or international laws on Personal Data Protection, ensures a high level of protection of personal data and preserves thereby the dignity and privacy of the individuals concerned (Data Subjects).

The Agency will collect and process exclusively personal data you provide to:

1. evaluate your funding application;
2. notify results and provide feedback;
3. insert required data in the ASPIRE WITH ESA Agreement if successful;
4. communications related to ASPIRE WITH ESA: monitoring the Agreement and post-Agreement obligations as described in the Call for Proposals for the period of time there indicated;
5. other ESA Space Solutions communications related to funding calls and events.

The Applicant can request the Agency to remove your data at any time by stating it in writing to aspirewithesa@esa.int.

The Agency is subject to a Personal Data Protection Framework composed of the below elements and will process and protect your personal data in accordance herewith:

1. the Principles of Personal Data Protection, as adopted by ESA Council Resolution (ESA/C/CCLXVIII/Res. 2 (Final)) adopted on 13 June 2017;
2. the Rules of Procedure for the Data Protection Supervisory Authority, as adopted by ESA Council Resolution (ESA/C/CCLXVIII/Res. 2 (Final)) adopted on 13 June 2017;
3. the Policy on Personal Data Protection (ESA/C/CCLXVIII/Res. 2 (Final)) adopted by the Director General of ESA on 05 February 2018 and effective on 01 March 2018.

Further details are available via EMITS (<http://emits.sso.esa.int/emits/owa/emits.main> under "Reference Documentation" ---> "Administrative Documents").

Personal data processed under an ASPIRE WITH ESA Agreement will be subject of the Personal Data "Controller to Controller" (PDCC) Annex attached to the Draft Agreement. By signing the agreement, you state that you have read, understood and accepted the Personal Data "Controller to Controller" (PDCC) Annex to the Agreement. Should your funding request lead to an award, the PDCC will enter into force upon signature of the Agreement by both ESA and you.

7.6 - Declaration of Compliance

By submitting this Application, the Applicant confirms that he / she has discussed it within their own entity and any other bodies whose co-operation will be required, having obtained consent to submit it as described herein.

By submitting this Application, the Applicant confirms that the information given through this form is complete to the best of the Applicant's knowledge, that the Applicant is actively engaged in this Innovation project, that the Applicant is responsible for its overall management and that the Applicant agrees to administer any funding if made.

By submitting this Application, the Applicant understands that the decision of the Applicant's National Delegation to support this Innovation Project and the related funding request entails no obligation within ESA to award you an ASPIRE WITH ESA (ASPIRE EISI) Agreement, and that may happen only upon ESA EISI award according to the evaluation

criteria sated in the Call for Proposals. Starting to work on the Applicant's Innovation project prior to ESA's signature of the ASPIRE WITH ESA (ASPIRE EISI) Agreement is entirely at the risk of the Applicant.

Annex 1

Socio – Economic Impact

Below are the 10 indicators used to measure Socio-Economic Impact:

KPI #	Description	Data Type	Measure
1	Sustainable Development Goals (SDG) impact – See below	Quantitative and Qualitative	SDG Goal and indicators within SDG Goals targeted, including a plan to measure / evidence of achieved impact
2	Revenue	Quantitative (M€)	Cumulative income to date, and 5 year projection, in M€
3	Exports	Quantitative (%)	% of Revenue obtained through Exports & countries of export
4	Jobs	Quantitative (FTE)	Number of Jobs created and sustained as a result of the Agreement (FTE and part-time)
5	Investment Leverage	Quantitative (M€)	In M€, includes total 3rd party investment in terms of equity, debt, grant, public funds or Mergers & Acquisitions (M&A) as a result of the project, excluding ESA or Agreement co-financing
6	Addressable Market	Quantitative (M€)	Annual potential revenue should the company have a 100% market share
7	Market & Innovation	Quantitative (Ansoff Matrix)	Statement on the services or markets developed thanks to the agreement (service development / diversification; markets: increase penetration / develop new ones)
8	Patents & Record of Invention	Quantitative (#)	Patents related to the services developed as a result of the Agreement.
9	Extent of Value Chain	Quantitative (#)	Number of new relationships across the value chain established thanks to the Agreement (new paying customers, new contracts with suppliers)
10	Value Creation	Quantitative (#) and qualitative	The estimated value to the customer/industry/society given by the goods or services developed under the Agreement

United Nations' "Sustainable Development Goals" Framework

ASPIRE WITH ESA endorses United Nations' [Sustainable Development Goals \(SDG\) Framework](#). It is a way to justify the societal purpose of supported innovations and to measure Societal Benefits (SEI KPI 10). SDGs are a call for action by all countries - poor, rich and middle-income - to promote prosperity while protecting the environment.



[SDG is a full framework with goals, targets and indicators](#). ASPIRE WITH ESA activities require a link to (a) SDG indicator(s) and defined procedures to track and report quantifiable impact during and after finalising the Agreement.

Annex 2:

Eligibility Requirements

The latest information on the registration process is now found in the ESA Industry Portal at the following address:

http://www.esa.int/About_Us/Business_with_ESA/How_to_do/esa-star_Registration_Process

1. All economic operators who are established in the EISI Participating States of the Agency qualify to submit an EISI Application to the Agency provided they both:
 - a) satisfy the requirements set under Article II.3 of Annex V to the Convention, and
 - b) do not fall under one of the exclusions foreseen under paragraphs 2 below.
2. An economic operators is excluded from any participation in an EISI procedure of the Agency whatever its subject including if it were to act as subcontractor where:
 - a. it does not possess the necessary professional and technical qualifications, professional and technical competences, financial resources, equipment and other physical facilities, managerial capability, reliability, experience and reputation, and the personnel, to perform the proposed EISI Project;
 - b. it does not have the legal capacity to enter into the EISI Agreement;
 - c. it is bankrupt, subject to insolvency or winding up procedures, it is having its assets administered by a liquidator or a court, has entered into an arrangement with creditors, has suspended business activities, is the subject of proceedings concerning those matters, or is in any analogous situation arising from a similar procedure provided for in national legislation or regulations;
 - d. it or persons having powers of representation, decision making or control over it have been convicted of an offence concerning their professional conduct either by a judgment which has the force of *res judicata* or an administrative decision including that of an international organisation;
 - e. it has been established by any means which the Agency can justify that it or persons having powers of representation, decision making or control over it have been guilty of grave professional misconduct for having violated applicable laws or regulations or ethical standards of the profession to which they belong or for having engaged in any wrongful conduct which has an impact on their professional credibility where such conduct denotes wrongful intent or gross negligence;
 - f. it is not in compliance with its obligations relating to the payment of social security contributions or the payment of taxes in accordance with the legal provisions of the country in which it is established, the countries in which the Agency is established or those of the country(ies) where the contract is to be performed;
 - g. it, or persons having powers of representation, decision making or control over it have been the subject of an administrative decision including that of an international organisation or of a judgment which has the force of *res judicata* for: fraud; corruption; conduct related to a criminal organisation; money laundering; terrorist financing or terrorist related offences linked to terrorist activities respectively, or inciting aiding, abetting to commit such offences; child labour or other forms of trafficking in human beings; creating an entity in a different jurisdiction with the intent to circumvent fiscal, social or any other legal obligation in the jurisdiction of its registered office, central administration or principal place of business; or any other activity or act detrimental to the Agency's interests; and,
 - h. it is currently subject to a suspension pursuant to Article 19.3 of the ESA Procurement Regulations.