

1. Pitching guidelines

Any Innovator willing to submit a pitch for consideration under ASPIRE WITH ESA shall provide a slides deck and a pre-recorded video

1.1. Pitching Slides Deck

The innovator will provide a pitching slides deck showing an **overview of his/her proposed innovation**. The slides deck will cover the following topics in no more than **12 slides**:

1. Presentation of the Innovator / Innovation consortium.
2. Problem Statement.
3. Proposed solution, highlighting the role of Space in the Innovation.
4. Value Proposition and quantified benefits.
5. Market Opportunity, market size and risks.
6. Competition.
7. Commercialisation & Marketing Strategy.
8. Financial projections.
9. Team.
10. Socio-Economic Impact.
11. Sustainable Development Goals addressed and initial plan to meet relevant indicators.
12. Your ask, your co-financing means and how will you spend ASPIRE WITH ESA funding.

1.2. Pitching Video

The Innovator will record himself / herself pitching using the pitch slides deck as reference. Pitching videos shall not exceed **5 minutes** and shall be in **English**. They shall cover the most relevant aspects of the pitching deck and be convincing regarding

The innovator will post the video on a website or streaming service and provide ASPIRE WITH ESA with the URL to visualise it. Is the responsibility of the Innovator to ensure ASPIRE WITH ESA can stream the video properly from the URL provided. If ASPIRE WITH ESA cannot access to the video, the pitch will be discarded.