

**business
applications**

→ KICK START ACTIVITY ASIA-PACIFIC REGION

Asia-Pacific Region Webinar
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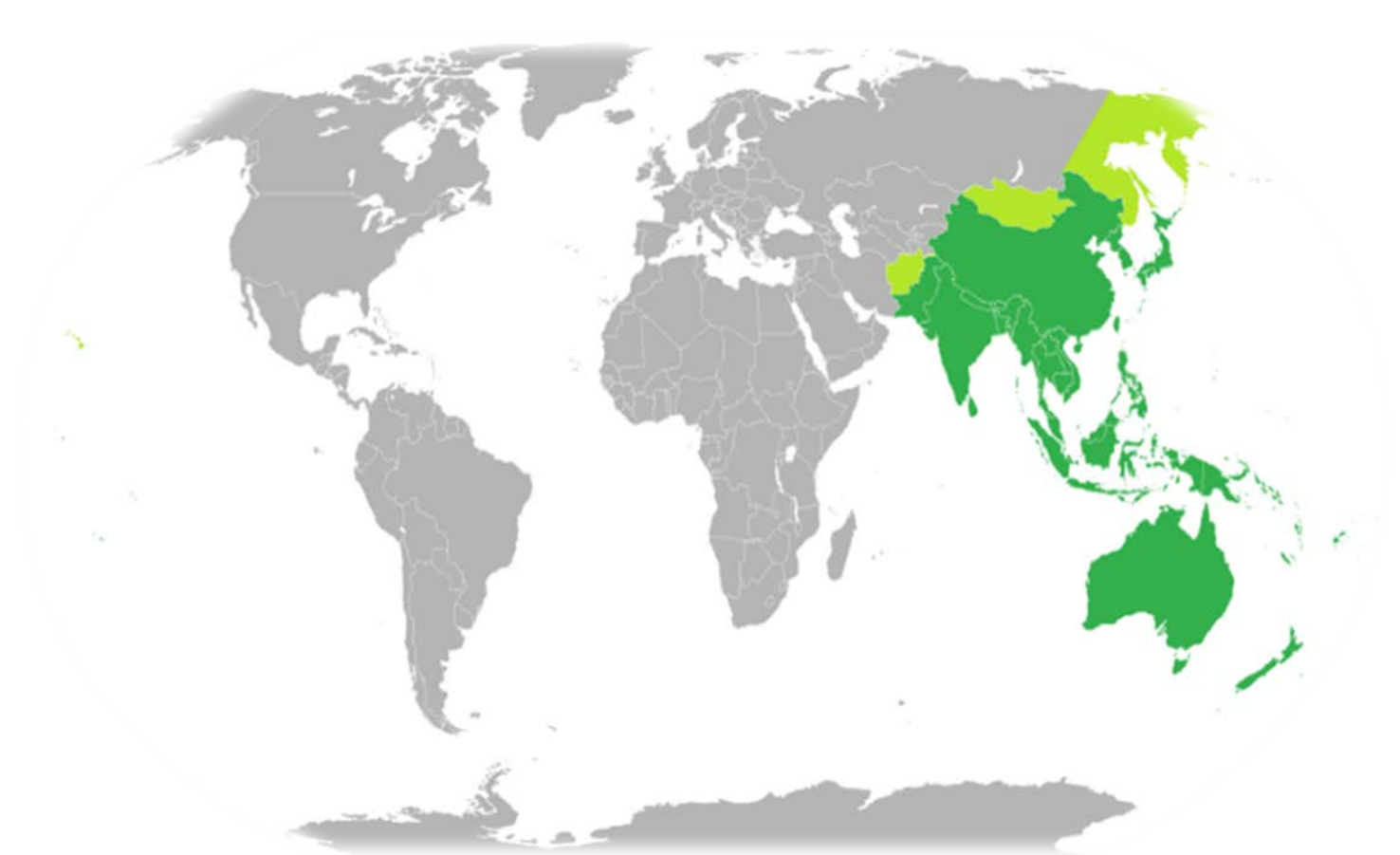
WELCOME TO THE WEBINAR! Before we start...

- Due to the number of attendees, please keep your microphones muted at all times and switch off the webcam function
- You can use the conversation function anytime to submit your questions. They will be addressed during the Q&A at the end of the webinar

Kick-Start Asia Pacific Region

WEBINAR AGENDA

- Introduction
 - Fuel your business
 - What ESA offers
- Space for Asia-Pacific Region
 - Background
 - Opportunity
 - Topics of relevance
 - Enablers from space
- Kick-start Activity essentials
 - Introduction to Kick-start Activity
 - Thematic Calls
 - Authorization from National Delegations
 - How to apply
 - The Proposal Template
 - Study Tasks
- Q&A



FUEL FOR YOUR BUSINESS

Can you leverage Space technology and data for the benefit of life on Earth?



WHAT ESA OFFERS

We'll work together to make your idea commercially viable, with:



Zero-Equity
Funding
(€60k-€2M+)



Tailored Project
Management
Support



Access to
Our Network
& Partners



Use of the
ESA Brand for
Credibility

ASIA-PACIFIC REGION BACKGROUND

- It is a land with excellent growth opportunities in different market segments (e.g. automotive, insurance, ICT, healthcare).
- Despite the number of platforms and aids available, European companies still express frustration when they try to approach the Asian and Pacific market
- The integration of European commercial offer in the Asia-Pacific export market is not as fast as EU companies wish to see.
- The kick-start call addresses both companies which for the first time want to scout commercial opportunities in the region and also companies that are already present in the area and are willing to expand their current offer.



OPPORTUNITY

6 months duration

up to €60K ESA funding (75% ESA co-funding)

Develop and assess new business case for commercially viable services

- **Customer Engagement**
incl. needs and value proposition validation
- **Technical Feasibility Assessment**
incl. Service and System Architecture, Space data/technology integration
- **Commercial Viability Assessment**
incl. Business Model and Plan

TOPICS OF RELEVANCE

- **Food security**: supporting crop production (of mainly rice but not only) through **precision farming** while ensuring **transparency, traceability and certification**.
- **Tourism**: a) preservation of touristic sites/attractions, b) improvement of tourists' planning and fruition, c) improvement of the safety of tourists.
- **Urbanization**: by 2018, more than half of Asia-Pacific's population is expected to live in urban areas, making it the biggest challenge facing the region's governments and cities. Urbanization brings new opportunities for the population but it also severely impacts the environment.
- **Pollution**: One of the most negative aspect associated to urbanisation is pollution.
- **Renewable Energy**: to reduce the impact of the pollution, several Countries in Asia are adopting global energy transformation to promote renewable energies (mainly wind and solar energy) and to reduce the dependency on coal.
- **Natural Disaster Management**

THE POWER OF SPACE



Satellite Navigation

- positioning/guidance to support trace and tracking and improved logistics
- route optimization for passengers and goods
- geo-tagging of in-situ data



Earth Observation

- Crop monitoring
- Change detection and assessment of man-made and natural events
- Detecting, classifying and measuring air and water pollution
- Weather Forecasting



Satellite Communication

- reliable communication infrastructure
- availability in remote locations

INTRO TO KICK-STARTS

- “Kick-start Activities” are ESA’s **funding scheme** enabling companies to undertake short Feasibility Studies (up to 6 months) that explore new service and application concepts making use of space capabilities.
- “Kick-start Activities” offer an instrument to assess the technical feasibility and commercial viability of an idea with **limited initial investment** by companies. As such, this scheme is considered particularly attractive for **SMEs and start-ups**, granting them an easy entry into ESA Business Applications.
- ESA is committed to a **rapid evaluation** process, for allowing companies to keep the pace in the market.
- Successful Kick-start Activities can be further developed into commercially-viable businesses with follow-up support from ESA Business Applications in the form of **Demonstration Projects**(*)

(*) <https://business.esa.int/funding/direct-negotiation-call-for-proposals/demonstration-projects>



THEMATIC CALLS FOR KICK-START ACTIVITIES

- The Thematic Calls for Kick-start Activities are **open to any company or organisation in participating Member States** (Austria, Belgium, Czech Republic, Denmark, Finland, France, Germany, Greece, Ireland, Italy, Luxembourg, the Netherlands, Norway, Poland, Portugal, Romania, Sweden, Switzerland and the United Kingdom).
- Kick-start Activities aim at exploring the **viability of new service/application** concepts and **consolidating the user landscape** including derivation of user requirements.
- Kick-start activities resulting from Thematic Calls are funded at **75 %** by the Agency for a maximum amount of **60,000 Euro** per activity.
- The Thematic Calls for Kick-Start Activities follow a **competitive tendering procedure**. The evaluation criteria and associated weighting factors are published in the cover letter of the Call for Proposals.

AUTHORIZATION FROM NATIONAL DELEGATIONS

The **availability of funding** for the specific Thematic Call against which you submit your Proposal is an admissibility criteria. Proposals not authorized at the closing date of the Thematic Call will not be admitted for evaluation.

For each individual Thematic Call, dedicated clarifications will be posted in EMITS to provide information on the list of Member States that have already provided their financial support to the Thematic Call.

In case your company/organisation resides in a country which has not provided their financial support to the Thematic Call you are interested in, you need to **contact your National Delegation**. The contact information of the National Delegations can be found at <https://business.esa.int/national-delegations>.

For the Thematic Call on 'Asia-Pacific Region' **Germany and **Norway** have already pre-authorized the funding.**

→ HOW TO APPLY 1/2

1. **Register** by completing online questionnaire on [ESA-STAR Registration](https://esastar-emr.sso.esa.int) (minimum 'light registration') (<https://esastar-emr.sso.esa.int>)
2. **Download** the official tender **documentation** (Invitation to Tender) via [EMITS 'AO 8872'](#) from 14th November 2018
3. **Create** 'Bidder Restricted Area' in ESA-STAR
4. **Write your proposal** and obtain **Letter of Authorization** from [National Delegation](#), if needed (see below)
5. **Submit** your proposal via 'Bidder Restricted Area' in [ESA-STAR Tendering](#) by 14th January 2019 13:00 CET (Don't wait until the last minute!)

Germany and Norway have pre-authorized the funding. Companies residing in other participating members states have to request a letter of authorization.



→ HOW TO APPLY 2/2

The Letter of Invitation to Call for Proposals is issued on EMITS (<http://emits.sso.esa.int/emits/owa/emits.main>) under 'AO 8872' and includes:

- **Cover letter**
- **Appendix 1:**
List of Thematic Calls for Ideas (including the calendar of the Thematic Call for Ideas and specific information on the themes)
- **Appendix 2:**
Draft Contract
- **Appendix 3:**
Tendering Conditions for Express Procurement Procedure - EXPRO/TC
- **Appendix 4:**
Proposal Template



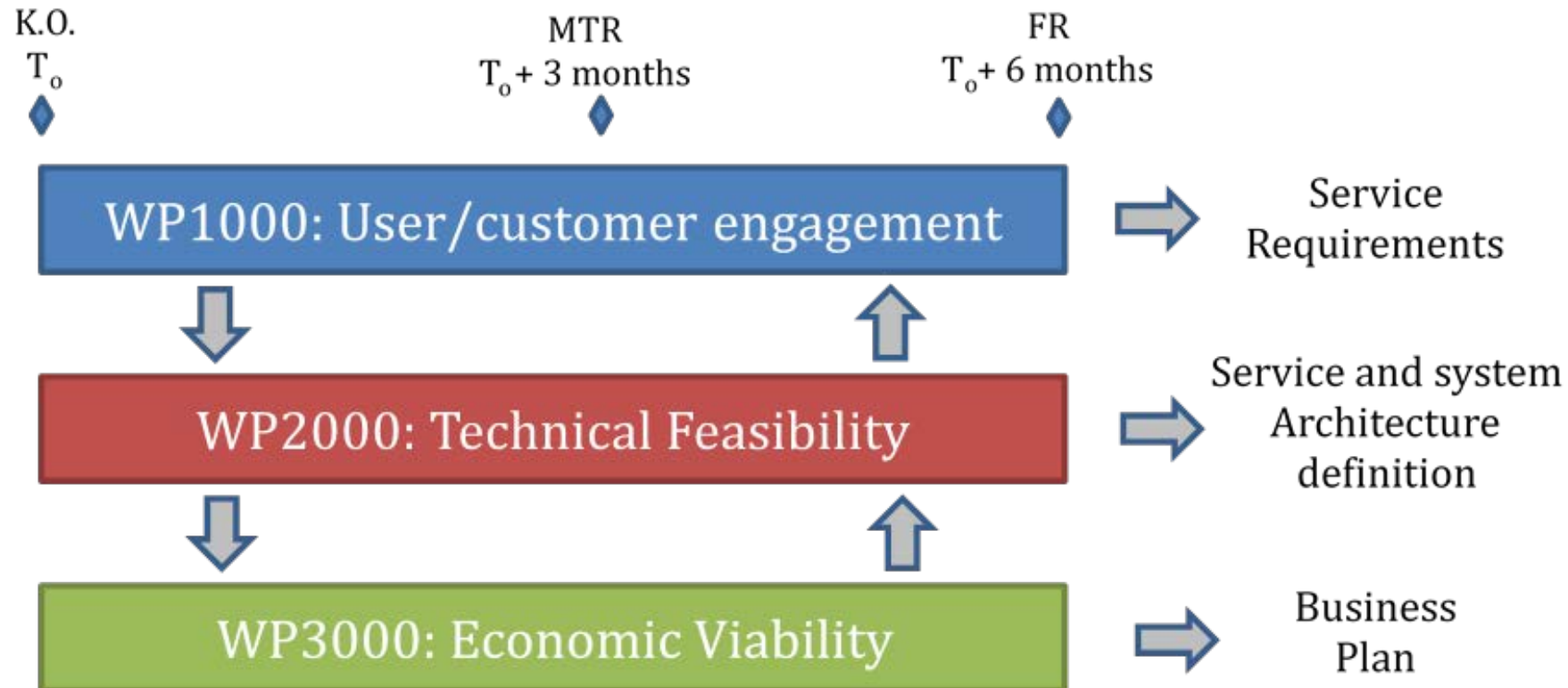
→ THE PROPOSAL TEMPLATE

Your Proposal shall include the following information:

- 1) Executive Summary (max 1 page)
- 2) Business Potential (max 5 pages)
- 3) Technical Concept (max 5 pages)
- 4) Team and Resources (max 3 pages)
- 5) Management (max 4 pages)
- 6) Financials (max 2 pages)

Kick-Start Activity

→ Study Tasks







→ THANK YOU FOR PARTICIPATING