

Blue Capital Kick Start

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Before we start...

- 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

- ESA introduction
- Kickstart Programme
- Blue Capital Kick start
- How to apply
- QA session

We are ESA

EUROPE'S GATEWAY TO SPACE

WHAT

22 Member States, > 5000 employees

WHY

Exploration and use of space for exclusively peaceful purposes

WHERE

HQ in Paris, 7 sites across Europe and a spaceport in French Guiana

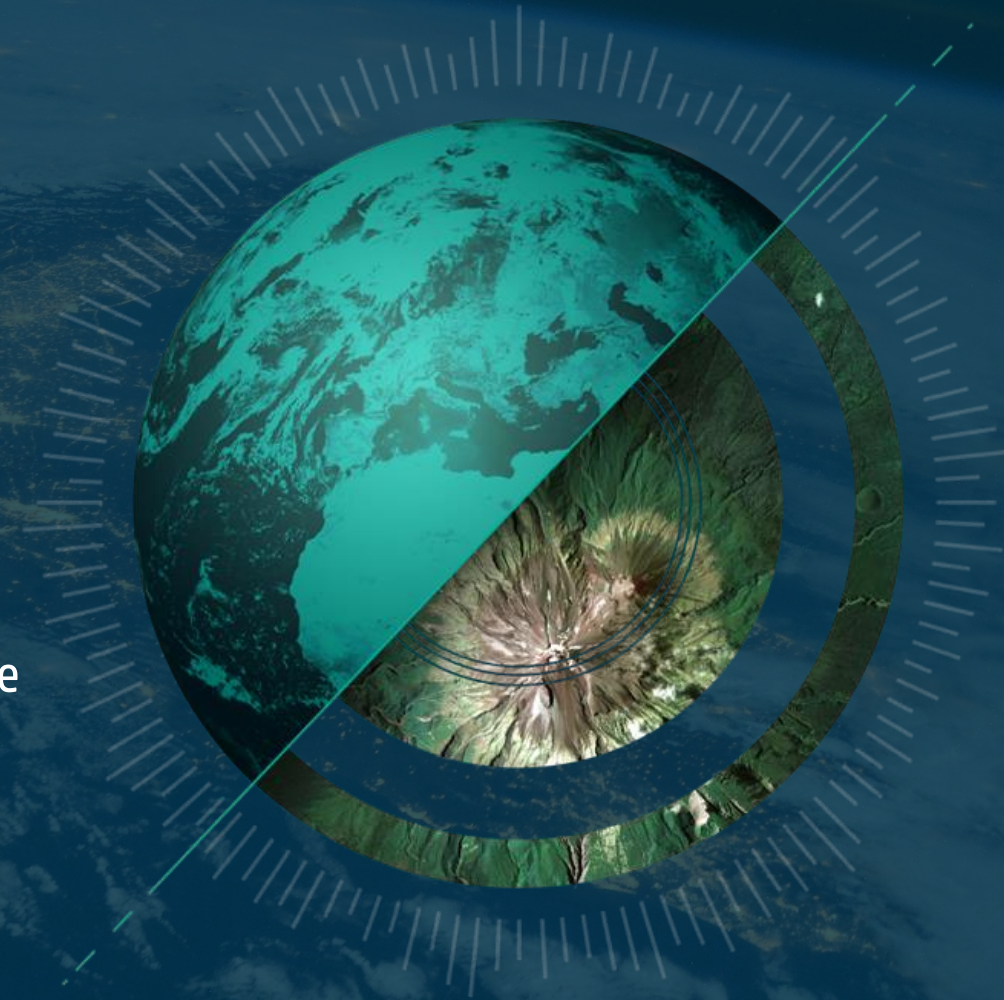
HOW MUCH

~ €7 billion = ~ €12 per European per year



The largest space innovation network in the world

- The go-to place for great business involving space to improve everyday life.
- Supporting European companies including start-ups and SMEs to develop businesses using space technology and data.
- Offering funding, business and technical support to help to generate successful business and create jobs.



Business Applications: space-enabled services

Space Assets...

- Earth Observation
- Satellite Navigation
- Satellite Communication
- Spaceflight Technologies
- Space Weather

...potentially coupled with...

- Big Data analytics
- VR/AR
- AI/ML
- Mega-constellations
- IoT
- Cybersecurity
- Blockchain
- 5G (<https://artes.esa.int/esa-5g6g-hub>)

...to serve Users & Markets

- Maritime
- Agriculture
- Environment
- Healthcare
- Finance
- Transport
- Education
- Media
- Energy
- Aviation

Our aim is to work together to make your idea commercially viable, with:



Zero-Equity
Funding
(€50k - €2M+)



Tailored Project
Management
Support



Access to our
Network and
Partners



Use of ESA
brand for
credibility

Kick-start Activity

Kick-start Activity: What is it

“Kick-start Activities” are ESA’s funding scheme enabling companies to undertake **short Feasibility Studies** that explore new service and application concepts making use of space capabilities.

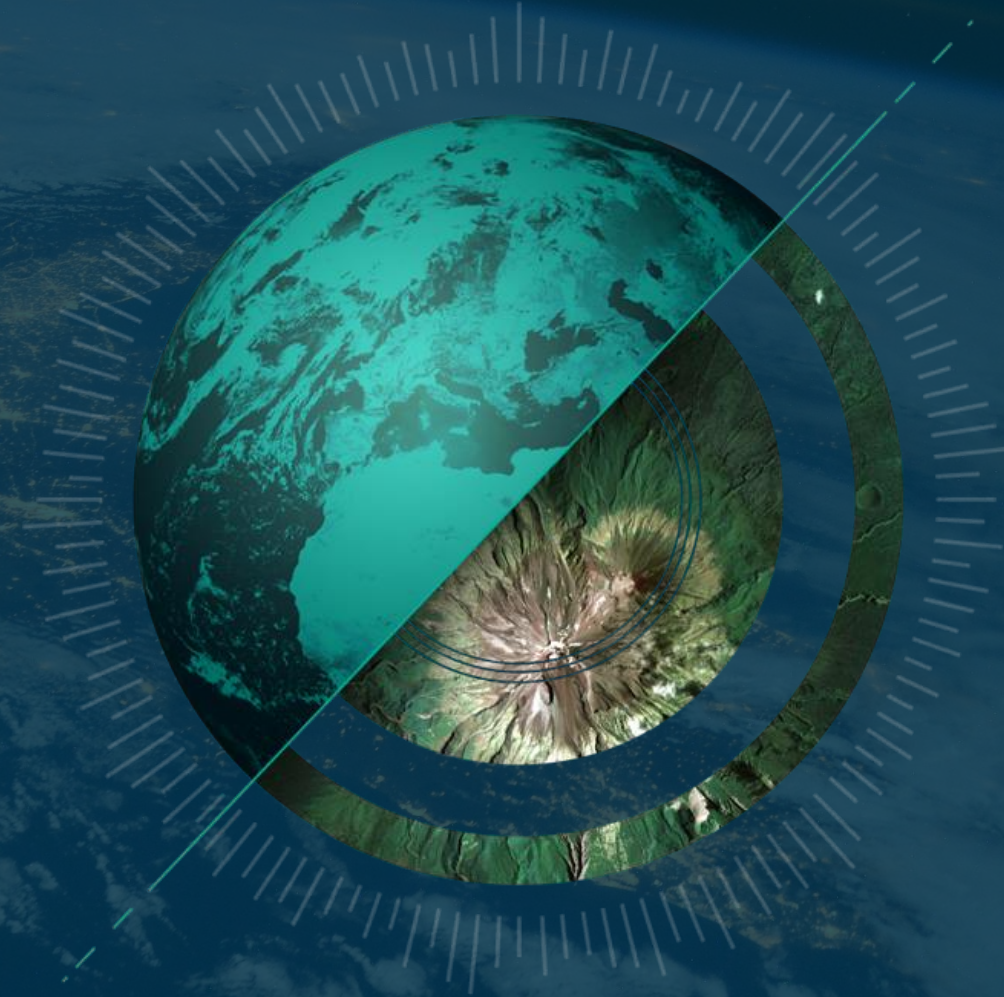
- Limited initial investment by companies, particularly attractive for SMEs and start-ups
- Rapid evaluation process, to allow companies to keep the pace in the market.
- If successful, possible follow-up support via Demonstration Projects.

Duration: 6 months
Overall cost €80k

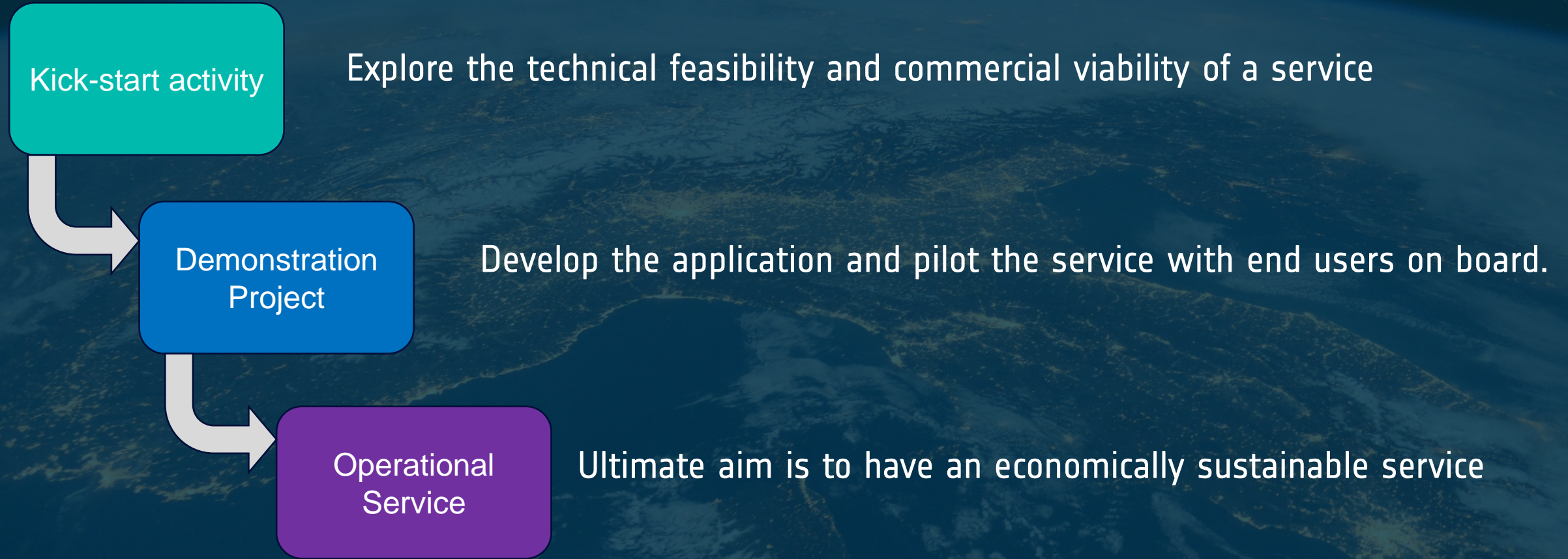
€60k ESA funding
(75% ESA co-funding)

Kick-starts look at 3 main elements:

1. Engagement with potential **end users and customers** to understand their needs → service requirements
2. Evaluation of the **technical feasibility of the service** → service definition and system architecture
3. Evaluation of the **economic viability of the service** → business plan



Kick-start Activity: The big picture





Blue Capital
Kick-start

Blue Capital: Background

- Blue natural capital ecosystems provide valuable resources and livelihoods to local communities and also improve water quality, act as a buffer to storm surges, are efficient at removing carbon from the atmosphere, are vital refuges for biodiversity, form an essential component for a healthy ocean
- Development, unsustainable aquaculture and land use, destruction of the topography of the coast pose immediate threats to the health of these ecosystems
- Scope of the proposed call is to support companies to investigate the technical feasibility and the economic viability of services which will address challenges related to blue natural capital monitoring, preservation, and sustainable growth.
- The call aims to promote the use of satellite technologies, in combination with digital technologies such as IoT, AI/ML, and blockchain to bring about innovative solutions for sustainable services and funding streams to support the blue natural capital sector.

Call opening : 06 May until 14 June 2024

Blue Capital: Topics of Relevance

The call offers a unique opportunity for companies to develop new applications /services addressing topics such as:

- Coastal and Marine Ecosystem Monitoring
 - track oceanic parameters
 - Marine protected areas (MPA) monitoring
 - estimate the carbon sequestration potential of blue carbon ecosystems
- Sustainable Aquaculture and Fisheries
 - to help optimise aquaculture feed usage
 - monitor and detect illegal fishing activities
 - track the movement and behaviour of wild fish stocks
- Blue Finance
 - Monitoring of mangroves, tidal marshes and seagrass meadows as carbon sinks
 - monitor the progress and impact of blue finance projects
 - Environmental monitoring services in support of the issuance of blue bonds

More details available at:

<https://business.esa.int/funding/call-for-proposals-competitive/blue-capital>

Satellite Navigation



- track fishing boats to avoid activities like illegal fishing and encroachment on marine protected areas,
- demarcation of vulnerable ecosystems,
- geotagging of fish captures to provide proof of compliance to local and international regulations and enforcements,
- traceability for reliable certification and accreditation of fisheries and aquaculture produces.

Satellite Communication



- connectivity to remote locations not served by terrestrial connections, offshore aquaculture farms, marine protected areas etc.,
- for continuous, cost-effective monitoring and data gathering or real-time high-resolution video streaming of restoration efforts in combination with IoT sensors, drones and hybrid satellite and terrestrial communication systems.

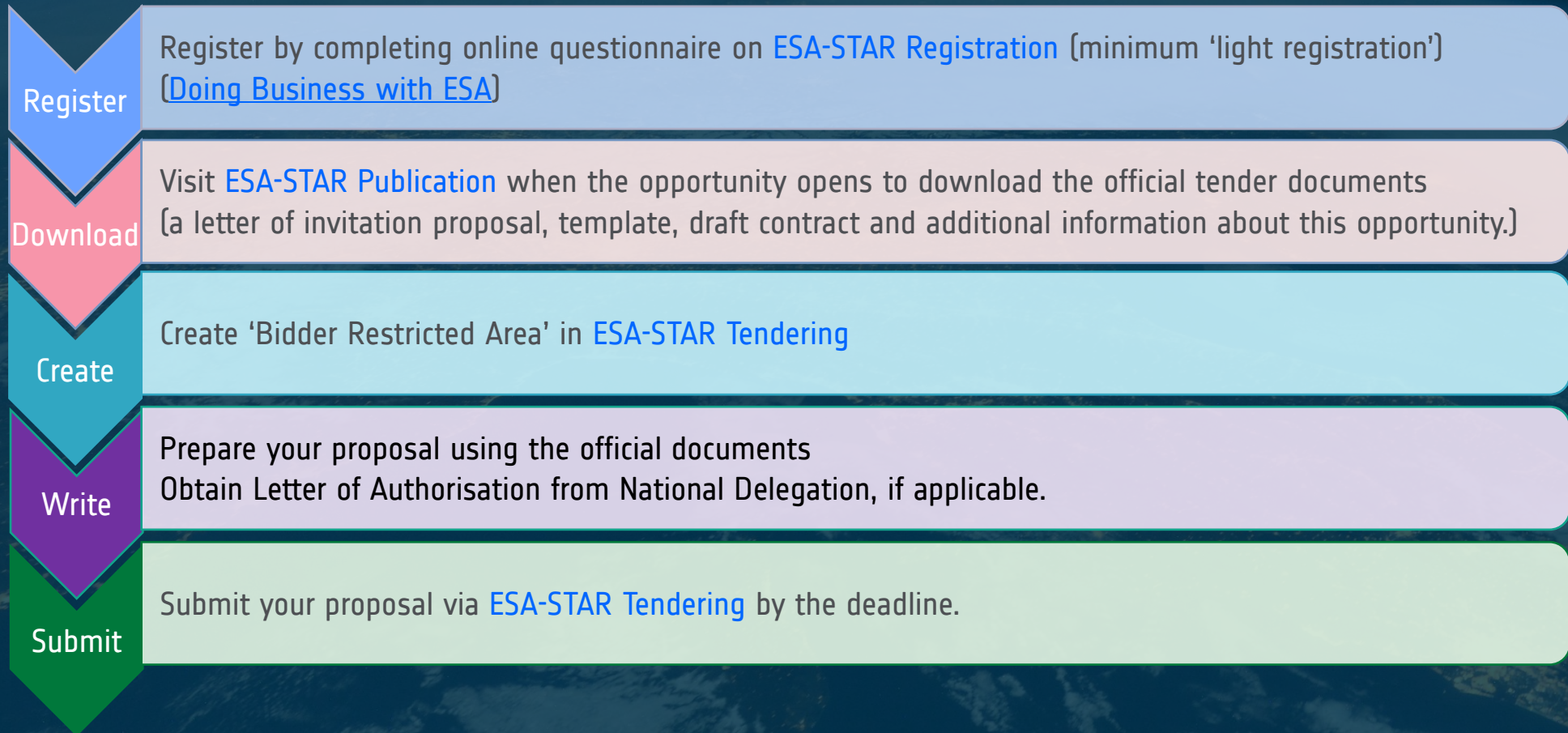
Earth Observation



- to map changes in the marine ecosystems and protected areas relevant for investment and governing decisions, knowledge share and awareness raising,
- to explore and identify new marine activity hotspots,
- integration with AI to support monitoring and analysis of blue carbon, GHG emissions, effect of human activities on the local environment and so on



How to apply?



Your Proposal should 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)



Who can apply

- To be eligible for funding, the company must be based in one of the following countries: *Belgium, Czech Republic, Denmark, Estonia, Finland, France, Germany, Hungary, Ireland, Italy, Lithuania, Luxembourg, Netherlands, Norway, Poland, Portugal, Romania, Sweden, and the United Kingdom.*
- Authorisation from National Delegation is an admissibility criterion. Proposals not authorised at the closing date of the Thematic call will not be admitted for evaluation.
- If you are based in *Germany, Luxembourg* or the *United Kingdom*, you do not have to contact your National Delegate. The abovementioned Delegations have pre-authorized this Kick-start opportunity.
- In case your company/organisation resides in a country which has not provided a pre-authorization to the Kick-start Thematic call, you need to contact your National Delegation. The contact information of the National Delegations can be found at <https://business.esa.int/national-delegations>.

Ambassador Network - a tool at your disposal

- ESA Business Applications Ambassadors are the first national point of contact
- They provide support to companies: advisors for companies from the initial stages of awareness to the different types of funding opportunities inside of ESA
- <https://business.esa.int/ambassador-platforms>





SPACE SOLUTIONS

Thank You

For more information contact:
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European Space Agency