Business Applications

**Activity Pitch Questionnaire (APQ)**

**ESA-TIAA-PO-2017-1054 - V.1.33**

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

1. what is the level of expertise / know-how of the proposer;
2. what is the current level of maturity;
3. what is the business target and business potential.

By providing this questionnaire, you allow ESA to quickly take informed decisions on next steps, pointing you to the most appropriate activity stream (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/default/files/TERMINOLOGY%20used%20in%20ESA%20Business%20Applications.docx) linked here.

A presentation to guide you on how to prepare a good APQ is available [here](https://business.esa.int/sites/default/files/ESA%20Business%20Applications%20-%20How%20to%20write%20a%20good%20APQ.pdf).

GATED AND INCREMENTAL APPROACH: Note that the answers to this initial set of questions 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 7 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).

Please note that for a give 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Outline Proposal is submitted within one year from the date of the APQ submission, the APQ will be considered by ESA as withdrawn.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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| **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).*  *Please 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)* |  |
| **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 + comments. Please indicates which skills/expertise you possess/miss with respect to the involved space assets like SatCom, SatNav, SatEO, Manned Space Flight, in the specific domain and in business development)* | |  | | |
| **AP.1.7 Have you (or your partners) contacted the ESA Business Applications Ambassadors (where available)?**  **Have you (or your partners) contacted your National Delegation?** *(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 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?** |
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| 1. **Who will be the customers/users of the final product / service?**   *(please 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 )* |
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| 1. **What are the customers’/users’ pains (e.g. problems) and gains (e.g. benefits)? Can you quantify them?**   *(please 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?** |
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| 1. **Which space technology / space asset do you intend to use and why?**   *(e.g. Satellite Communications - narrowband/broadband - data rate - SatCom network operator, Earth Observation - optical/radar - spatial & temporal resolution - EO instruments, Satellite Navigation - accuracy, Manned Space Flight - technology/service)* |
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**Section AP.3: 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, market position after 5 years. NB: do not confuse the potential service market with the general market, e.g. the total size of railway operations is not representative for an information service related to track maintenance)* |
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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.)* |
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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, please provide the planned selling price for the product/service e.g. Euro/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 validated 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 do you intend to implementWho 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?**   *(e.g., idea, prototype, existing product, existing service, results from other activities, discussions with potential users. If you start from a prototype or Minimum Viable Product, present its features/capabilities)* |
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| 1. **What are the key activities you propose to execute?**   *(e.g. commercial aspects: market analysis, winning over potential customers, business case investigation/definition, validation of business plan assumptions, preparation of service level agreement e.g. technical aspects: proof of technical feasibility, proof of concept, design, development, integration, testing validation with pilot customers)* |
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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. technical/business advice, networking opportunities, ability to use ESA branding)* |
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| 1. **What are the most important risks (technical / business / commercial) to your activity? What are your mitigation plans?** |
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PLEASE SEND THIS QUESTIONNAIRE TO: **business@esa.int** INDICATING "APQ [Your Project Name]" AS SUBJECT!

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

   <https://business.esa.int/national-delegations>  
   For Italian companies, it is NOT required to contact the National Delegation (ASI), because ESA has been delegated by ASI to interface with the Tenderer in the whole stage of the bidding process. [↑](#footnote-ref-2)