

Webinar

Future of Work for Sustainable Growth

04 July 2023 | 11:00 CET

ESA Host:
Kavitha Muthu

Guest Speakers:
Jakob Ulcnik, Plug and Play Europe
Zoe Stones, Ambr



Welcome to the Webinar

Before we start...

- Please keep your **microphones muted** during the webinar and make sure your webcam is switched off.
- 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

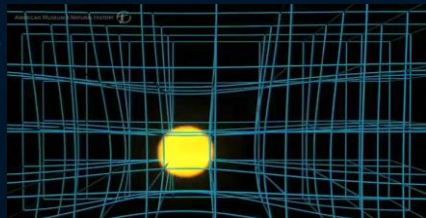


- Introduction
- About ESA Business Applications
- About this Opportunity: Future of Work for Sustainable Growth
- Our Guest Speakers
 - Jakob Ulcnik - Plug and Play Tech Center
 - Zoe Stones - Ambr
- How to Apply
- Q&A



ESA's Four Main Pillars

Science and Exploration



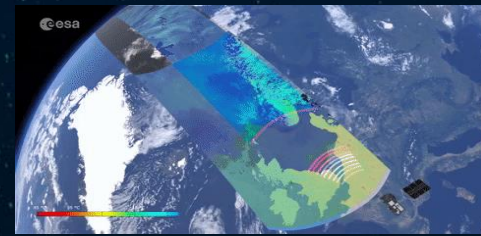
Enabling and Support



Safety and Security



Applications



ESA UNCLASSIFIED

The largest space innovation network in the world

- The **go-to place** for great business involving space to improve everyday life.
- Supporting European 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.



Space tech, users & markets

Space Technology...

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

... coupled with...

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

... to serve Users & Market

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

ESA SPACE SOLUTIONS OFFERS



Zero-equity funding (from
€60k to €2M+ per activity)



A personalised ESA
consultant



Technical support and
commercial guidance



Tailored project
management support



Access to our international
network of ESA and partners



Access to our network
of investors



Credibility of the
ESA brand



Project web pages:
business.esa.int/projects

Kick-start Activity: Background

6 months duration
- Overall cost €80K

€60K ESA funding
(75% ESA co-funding)



“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, granting them an easy entry into ESA Business Applications.
- Rapid evaluation process, to allow companies to keep the pace in the market.
- If successful, possible follow-up support via Demonstration Projects.



Kick-start Activity

During the Kick-start teams will look at 3 main elements

1. Engagement with **potential end users** and **customers** to understand their needs and translate these into service requirements.
2. Assess the **technical feasibility** of the service, and definition of the service and system architecture.
3. Evaluation of the economic viability of the service and **development of a business plan**.



Overall Aim of the Kick-start Activity





Future of Work for Sustainable Growth Kick-start Activity

Future of Work for Sustainable Growth: Background

The **future of work** describes **evolution** of work, workforce and workplace in the coming years, influenced by technological, generational and social shifts.

It is anticipated that by 2030 **digital technologies** will be at the core of new products, new manufacturing processes and new business models.

- Virtual Reality (VR)
- 5G
- Internet of Things (IoT)
- Work-life balance
- Robotics
- Health and well-being
- Artificial Intelligence (AI)
- COVID**
- Augmented Reality (AR)
- Edge computing
- Cloud computing
- Metaverse
- Safety and security
- Extended Reality (XR)
- Mixed Reality (MR)



DIGITAL WORKFORCE (PEOPLE)

- Network of spaces
- Training
- Health and Wellbeing



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Future of Work for Sustainable Growth: Topic 2

SMART WORKPLACE (INFRASTRUCTURE)

- Office space
- Logistics
- Security of operations



CUSTOMER INTELLIGENCE (SALES AND MARKETING)

- Customer Insight
- Customer Experience



Satellite Communication (SatCom)



Can provide **connectivity** to remotely-placed workforces to monitor their health and well-being. Similarly, satcom could be utilised to offer remote training and digital engagement with integrated Earth Observation data in an AR/ VR environment. Satcom provides connectivity for sensors and IoT devices deployed in multiple/remote locations that could be used for preventative maintenance activities of the smart workplace. It can also be used to monitor the flow of processes in the supply chain, supporting planning and smart decision- making. High-definition live video support for customers could be performed seamlessly through 5G with its low latency, high network bandwidth and high reliability. It can also be enhanced by digital twin, offering a better customer experience and improving sales.

Satellite Earth Observation (SatEO)



Allows the collection of information on **geographical and environmental parameters** relevant to business operations, creating a virtual environment for training and digital engagement. Satellite Navigation and SatEO data integrated with AI can support the analysis, operations and maintenance of the workforce and workplace performance.

Satellite Navigation (SatNav)



Instrumental in the development of applications requiring **geo-referencing, positioning and timing** information. It can enable applications in the VR/AR environment, validate access to the virtual platform based on the location of the workforce and the time when the access is made and collect data for the production of images and maps, e.g. for providing relevant parameters into the VR/AR environment, digital twins, training etc.

Guest speaker



Jakob Ulcnik

Role Corporate Partnership Manager

Plug and Play Tech Center

PLUGANDPLAY

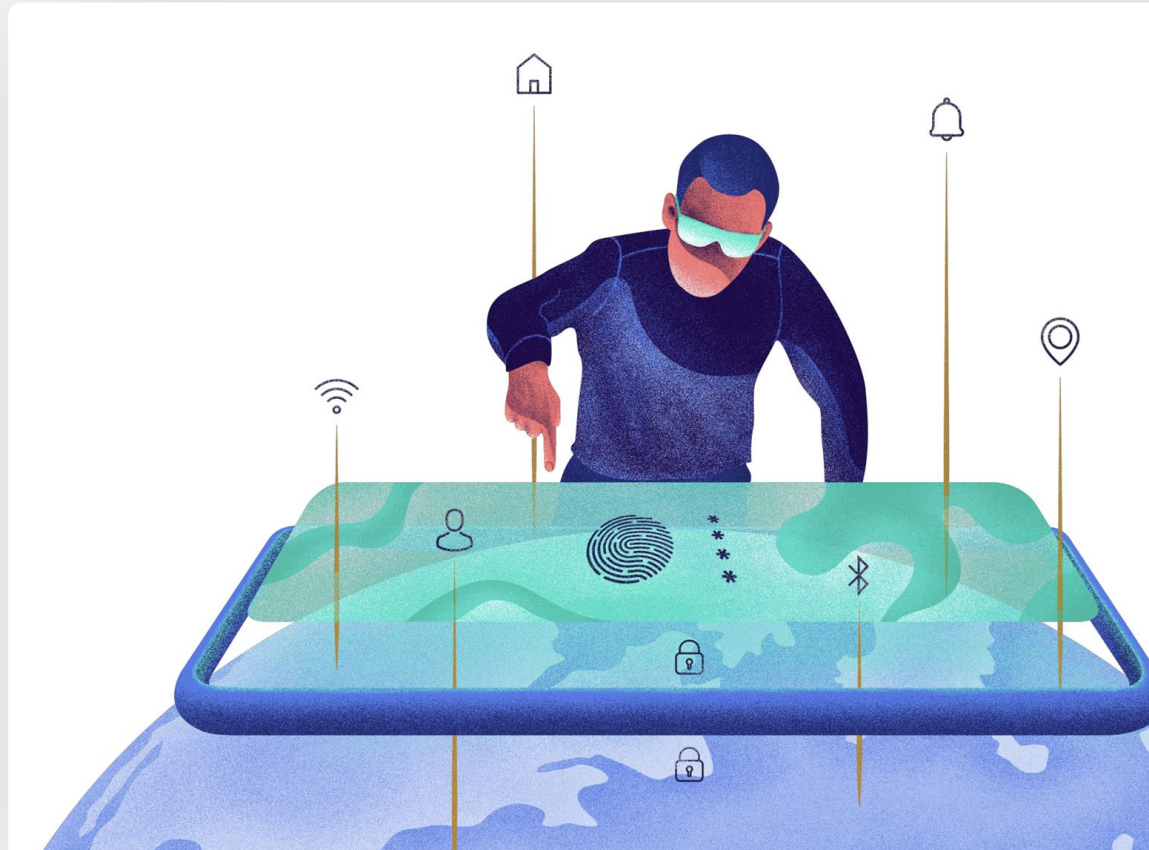


PLUGANDPLAY



The ultimate
innovation platform
3rd July 2023

pnptc.com





Intro

We help you build your global reach



- AMERICA**
- Silicon Valley
 - Headquarters
 - Alberta
 - Chicago
 - Cleveland
 - Detroit
 - North Dakota
 - NW Arkansas
 - LA
 - Savannah
 - São Paulo
 - Topeka
 - Toronto

- EMEA**
- Abu Dhabi
 - Amsterdam
 - Antwerp
 - Barcelona
 - Basel
 - Ben Guerir
 - Cairo
 - Frankfurt
 - Geneva
 - Hamburg
 - Istanbul
 - Johannesburg
 - Madrid
 - Malta
 - Milan
 - Modena
 - Munich
 - Paris
 - Saudi Arabia
 - Stuttgart
 - Turin
 - UK
 - Valencia
 - Vienna

- APAC**
- Bangkok
 - Beijing
 - Hyderabad
 - Jakarta
 - Kazakhstan
 - Kyoto
 - Nanjing
 - Osaka
 - Seoul
 - Shanghai
 - Shenzhen
 - Singapore
 - Tokyo
 - Uzbekistan
 - Wuhan
 - Wuxi

STARTUP ECOSYSTEM
61,000+

INDUSTRIES COVERED
20+

GLOBAL LOCATIONS
50+

Programs



Maritime



Animal Health



Agtech



Sustainability



Brand & Retail



Deep Tech



Fintech



Food



Energy



Manufacturing



Health



Industry 5.0/IoT



Insurtech



Mobility



New Materials



Real Estate



Supply Chain



Smart Cities



Travel



Crypto/Web3



Governments



Aerospace



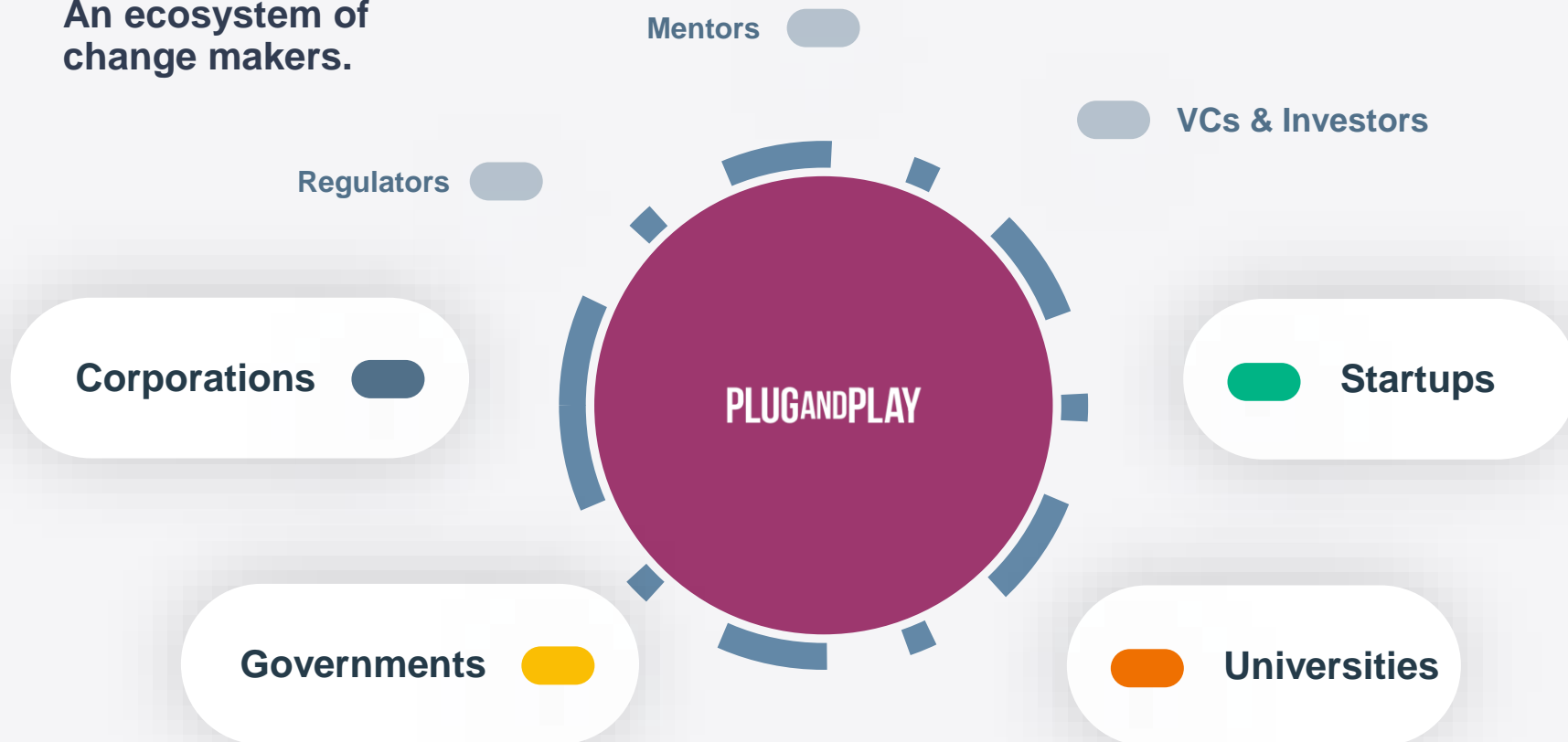
Coming soon

Corporate Innovation Expertise

570+ Corporate Partners

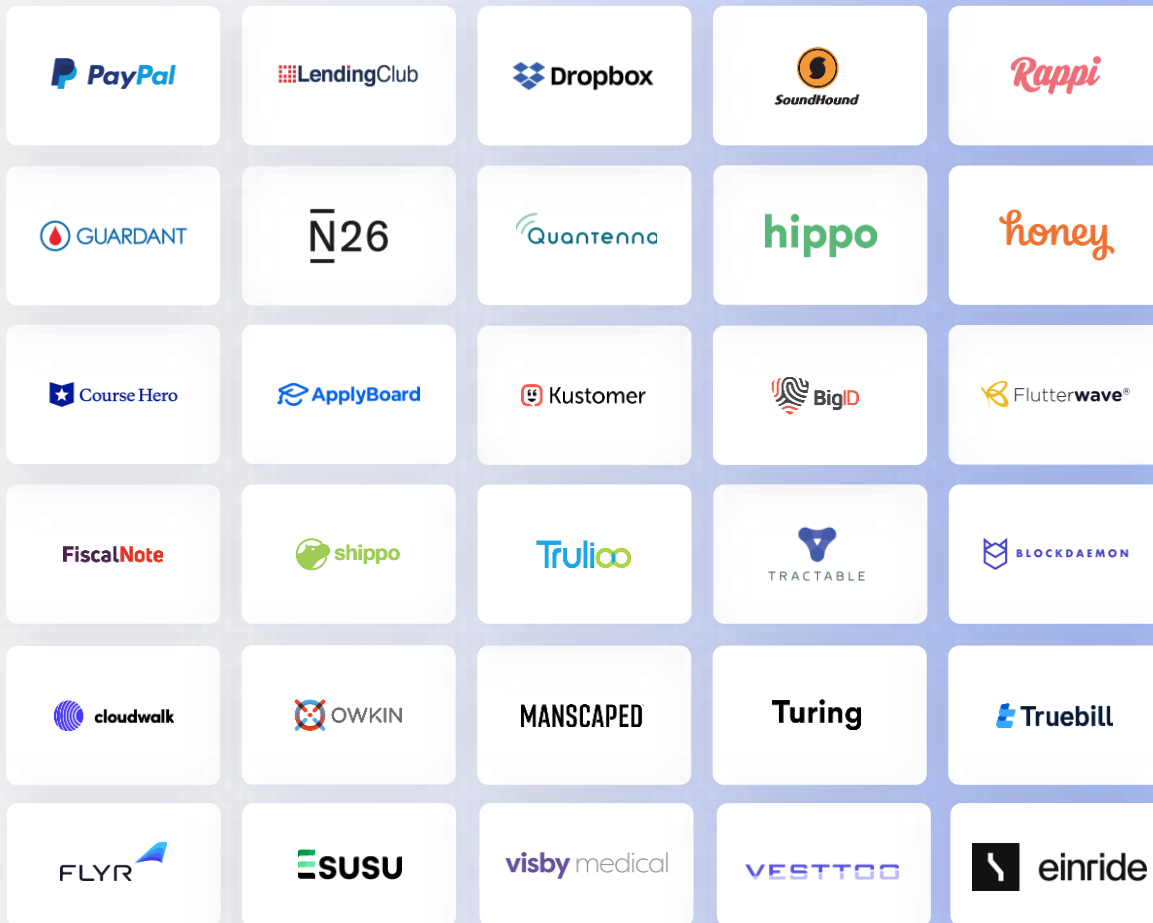


An ecosystem of
change makers.



We've backed some of the best startups.

- 30 Unicorns in Our Portfolio +1 since March 2023
- 27 Portfolio Company Exits
- 247 Investments (128 EU)
- 2.444 Startups Accelerated



*Order by Date

Our Business Streams

INNOVATION PROGRAMS

We run **over 60** innovation programs annually in **20 verticals** in most major industries and cities

1450 Startups accelerated
1438 Events hosted in 2021



Supply



IOT



Mobility



Cybersecurity



New Materials



Smart Cities



Energy



Sustainability

CORPORATE INNOVATION

We supercharge the innovation of **over 600+** major corporations from every continent

1830 Startup-Corporate dealflows in 2021

Walmart+

P&G

BNP PARIBAS

TOYOTA

SIEMENS

Coca-Cola

Panasonic

DHL

Meta

DAIMLER

NIKE

ALSTOM

VENTURE CAPITAL

We invest in **over 200** companies worldwide every year and co-invest with **350 VCs**



Lightspeed

ANDREESSEN
HOROWITZ

SEQUOIA

Accel

INVIEIN

Index
Ventures

Over 30 unicorns, with 14
new ones in 2021 only

Quantenna

cloudwalk

Truicoo



TRACTABLE

FiscalNote

Flutterwave

shippo

auton

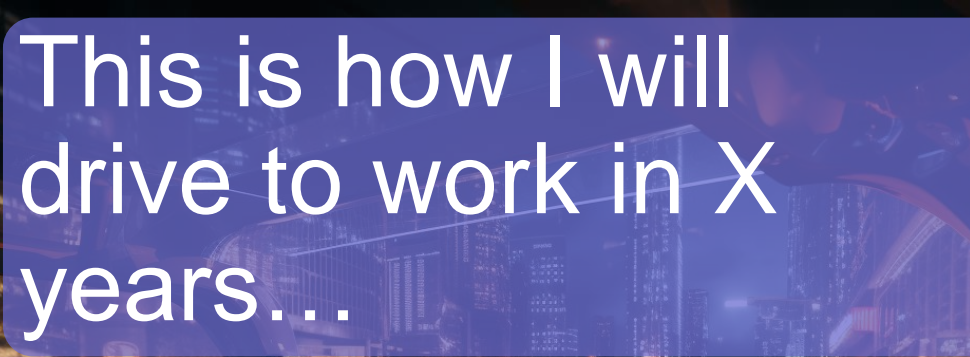
If you ask me...



This is how we
work today...



This is how I will work...

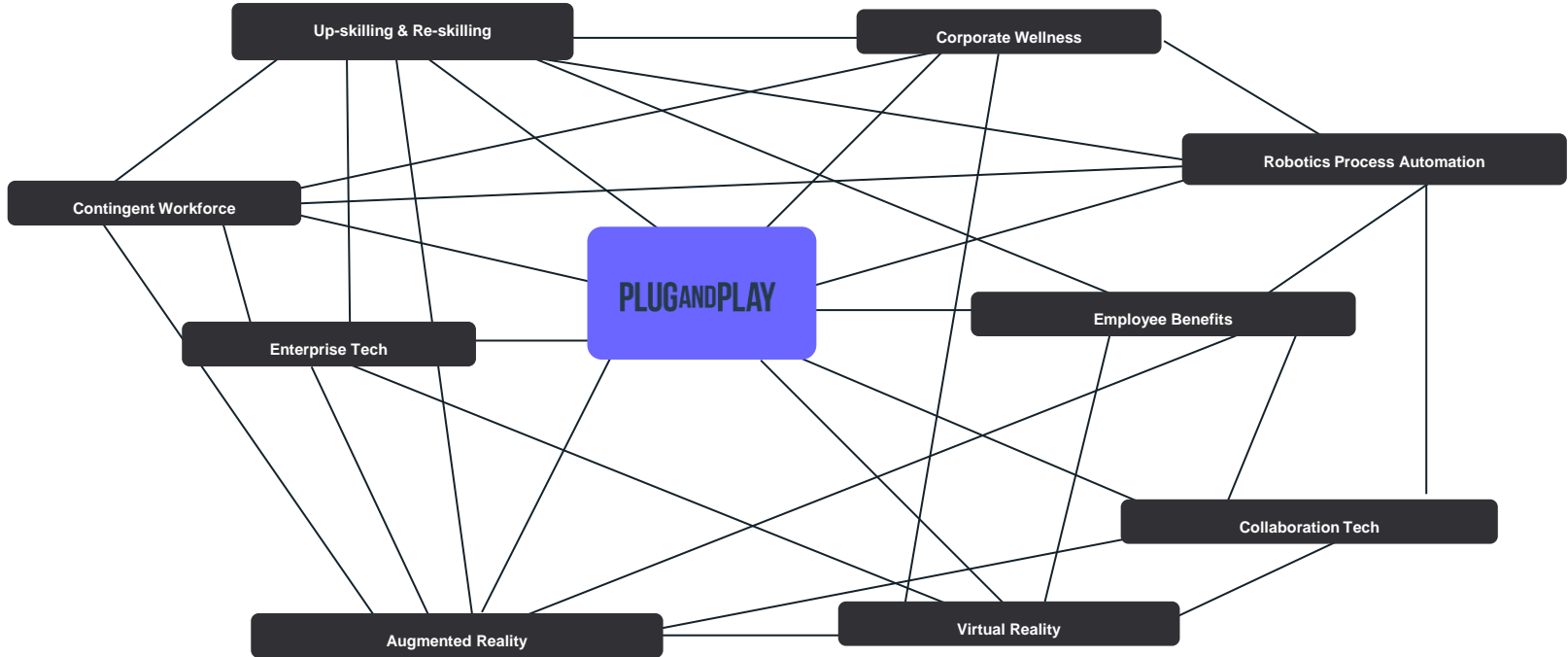


This is how I will drive to work in X years...



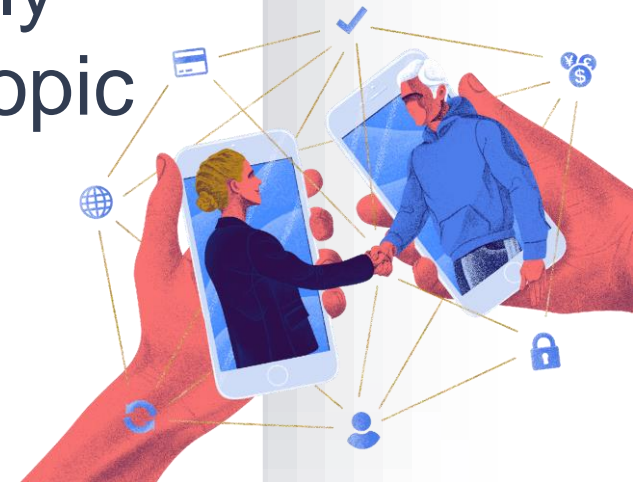
But What does Future
of Work mean for
us...?

It is all connected...



Some stats Plug and Play Corporates

Over 20 corporates are actively working with Plug and Play on topic of Future Of Work



Some stats Plug and Play Startups

Over 1000 startups in the space of ✈️
Future of work



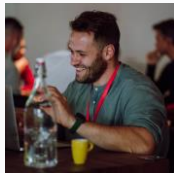
Ambr

Ambr is the leading tool for identifying the root causes of workplace stress and preventing burnout.

Zoe Stones *co-founder and*
CEO



Get in touch!



Jakob Ulcnik
Corporate Partnerships Manager
j.ulcnik@pnptc.com



Guest speaker



Zoe Stones

Co-founder and CEO

Ambr

Ambr



Ambr

Preventing burnout with software

founders@ambr.company | www.ambr.company

1. Quick intro

2. Future of Work themes

3. About Ambr

The biggest shift in work since the industrial revolution...

- **Remote/hybrid**: space/time agnostic

- **Generative AI**: working alongside AI

Burnout
prevention?

yoga

therapy

coaching

perks

benefits

The focus of most products:

Treatments, not prevention

coaching
therapy

Solutions to **different problems**

individual wellness
perks & benefits

Sanctus.

 betterhelp

BetterUp 

 spill

THRIVE  GLOBAL

 headspace

Burnout
prevention



yoga

therapy

coaching

perks

benefits

Burnout
prevention



Targeting the root
causes of burnout

- poor time boundaries
- unsustainable workload
- poor relationships
- lack of autonomy
- lack of recognition

Burnout costs organisations

\$155 billion a year in

reduced productivity

absenteeism

turnover

More acute in remote/hybrid world

And so we created Ambr:

To **prevent** burnout

Using **software**

Without **pulse surveys**

Aggregated & Anonymised Data

Behaviour data from
workplace tools

Self-reported data from
daily questions

Ambr



Analytics Dashboard for HR/Managers

Actionable Insights
on burnout risk drivers

Proactive Alerts on
urgent burnout risk

Integrations with



slack

G Suite



Microsoft Teams

zoom

The image features the word "Ambr" in a bold, orange, sans-serif font, centered within a large white circle. This white circle is set against a background of a larger, light orange circle. The background is decorated with several small, solid orange dots and a few small white dots scattered around the perimeter of the white circle.

Ambr

"We're now **able to quantify** our burnout risk and **put meaningful actions in place** to mitigate ahead of time."

VP People & Culture, Mr Yum

*"Ambr has **transformed my understanding** of my team's stress levels. It's been very helpful to **catch signs of burnout early** through this low touch process."*

Director, Olio

Ambr

zoe@ambr.company

How to Apply (1/2)



Register

Register by completing online questionnaire on ESA-STAR Registration (minimum 'light registration') [[Doing Business with ESA](#)]

Download

Download the official tender documentation (Invitation to Tender) via ESA Star Publication

Create

Create 'Bidder Restricted Area' in ESA-STAR Tendering

Write

Write your proposal and obtain Letter of Authorization from National Delegation, if needed.

Submit

Submit your proposal via 'Bidder Restricted Area' in ESA-STAR Tendering [[Doing Business with ESA](#)] by the relevant closing date (don't wait until the last minute!)

How to Apply (2/2)

The Letter of Invitation to Call for Proposals is issued on ESA-Star Publication [[Doing Business with ESA](#)] and includes:

Cover Letter

Appendix 1

Activity Description / Statement of Work

Appendix 2

Draft Contract

Appendix 3

Tendering Conditions for Express Procurement Procedure - EXPRO/TC

Appendix 4

Proposal Template

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)

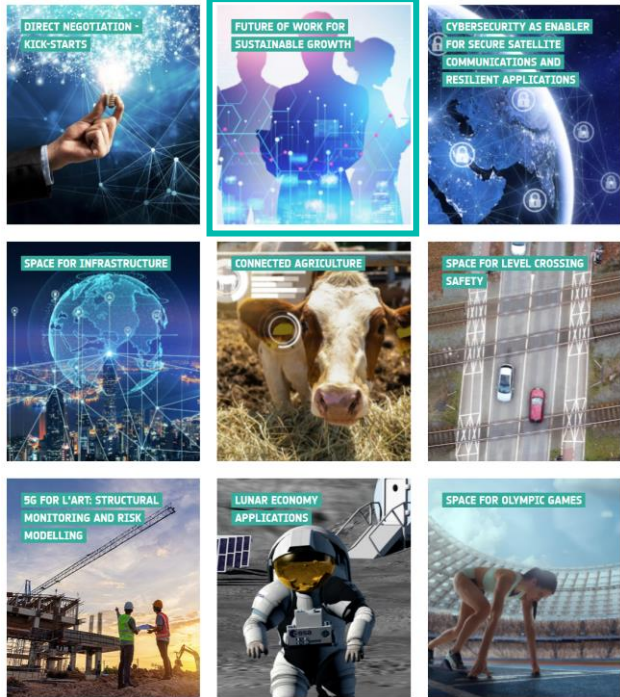


Authorisation from National Delegations




- Teams based in these countries are eligible to apply: Belgium, Czech Republic, Denmark, Estonia, Finland, France, Germany, Hungary, Ireland, Italy, Lithuania, Luxembourg, Norway, Poland, Portugal, Romania, Spain, Sweden, and the United Kingdom.
- Only teams based in Germany, Luxembourg and the United Kingdom do not need to contact their national delegations for a letter of authorisation, as funding has been pre-approved.
- Please note that Teams based in Austria, the Netherlands and Switzerland are not eligible to apply for this opportunity.
- In case your company/organisation resides in a country which has not provided a pre-authorization 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>.

Where to find the information




Future of Work for Sustainable Growth

Home » Funding » Future of Work for Sustainable Growth



OPPORTUNITY	Intended Tender
ACTIVITY	Kick-Start Activity
OPENING DATE	05-07-2023
CLOSING DATE	22-09-2023
FUTURE OF WORK FOR SUSTAINABLE GROWTH	04 July 2023 - 10:00 BST Register

THE CHALLENGE



<https://business.esa.int/funding/intended-tender/future-work-for-sustainable-growth>

Thank you!
Q&A