

ARTES Integrated Applications Promotion

Kick-start Thematic Call for Ideas

Theme: FinTech

July 6th 2017, Webinar
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AGENDA

- 15:00-15:20
 - Welcome by ESA
 - Introduction to Kick-start Thematic call for Ideas
 - What ESA offers
 - Kick-start Work plan
 - The Thematic Call for Ideas
 - Support from National Delegations
 - The Call for Proposals
 - “What you need to do”
 - The Proposal Template

- 15:20-15:30
 - Definition of FinTech
 - Background
 - Topics of relevance for FinTech
 - Enablers from space

- 15:30-16.00
 - Open Questions & Answers session

WELCOME BY ESA

- Welcome to participants
- Guidelines how/when to interact during the WebEx session:
 - Due to the number of attendees, **please keep your microphones muted at all times**
 - You can use the chat function anytime to **submit your questions to Norbert Hübner**. They will be addressed during the Q&A at the end of the Webinar

INTRODUCTION TO KICK-START THEMATIC CALL FOR IDEAS



- Kick-start is ESA's **Integrated Applications Promotion (IAP) funding scheme** to enable companies to undertake **short feasibility studies** (up to 6 months) that explore new service and application concepts which make use of space capabilities (e.g. Satcom, SatNav, SatEO)
- Kick-start activities offer an instrument to assess the viability of an idea with **limited initial investment by companies** (both financial and manpower). As such, it is particularly **attractive for SMEs and start-ups granting them an easy entry into IAP**
- ESA is committed to a **rapid evaluation process**, for allowing companies to keep the pace to the market
- **Successful kick-start activities** can be further developed into commercially-viable businesses with follow-up support from IAP in the form of **demonstration projects^(*)**

(*)<https://artes-apps.esa.int/opportunities/call-for-proposals-artes-iap/demonstration-projects>

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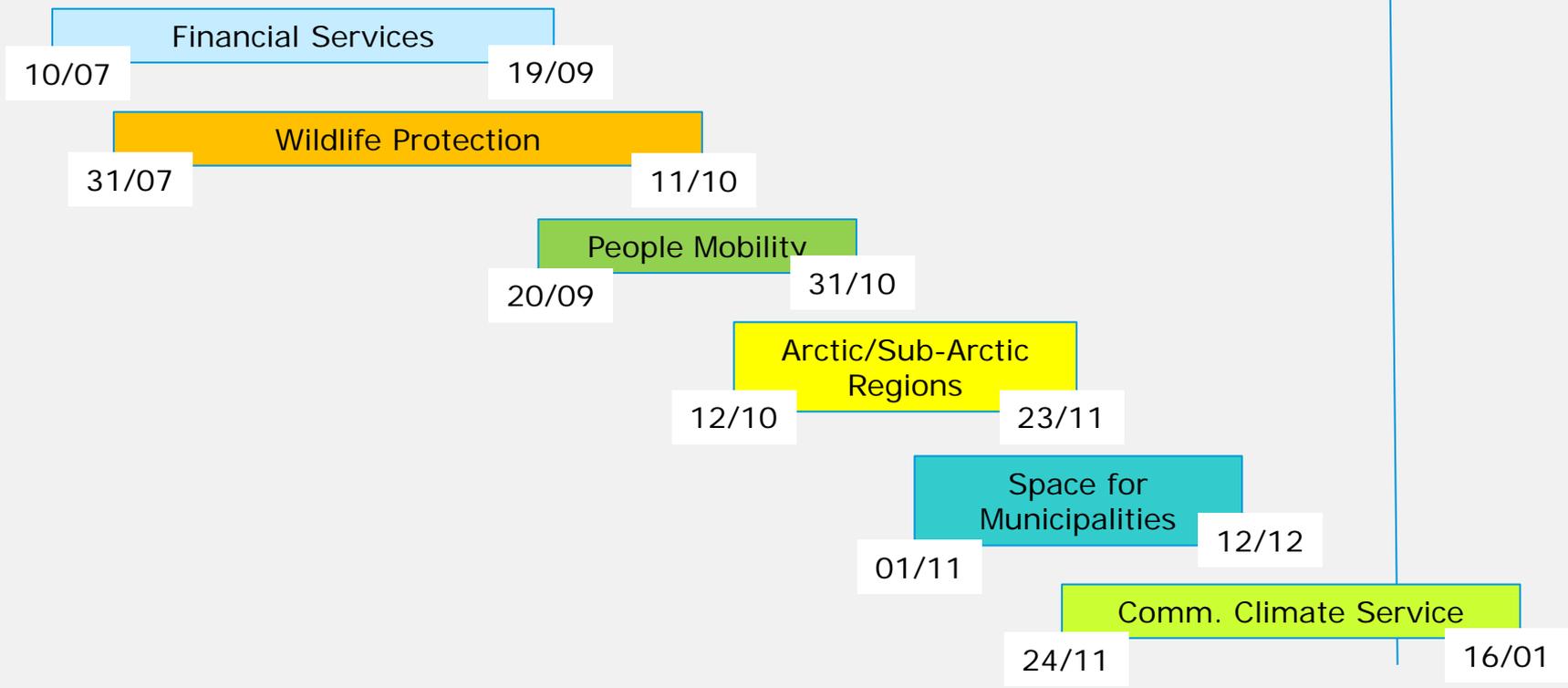


European Space Agency

KICK-START WORK PLAN, 2nd Sem. 2017



June July August September October November December January



WHAT ESA OFFERS



Financial support



Technical and business expertise



ESA branding and promotion



Network and Partnership Building



THE THEMATIC CALL FOR IDEAS

- The Thematic Calls for Ideas are **open to any Industry in IAP 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 Kick-Start Thematic Call for Ideas follow a **competitive tendering procedure**. The evaluation criteria and associated weighting factors are published in the cover letter of the Call for Proposals

SUPPORT FROM NATIONAL DELEGATIONS



- The availability of funding for the specific Thematic Call for Ideas against which you submit your Proposal is an admissibility criteria. Proposals not supported at the closing of the Thematic Call for Ideas 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 IAP Member States that have already provided their financial support to the Thematic Call for Ideas
- In case your company/organization resides in a country which has not provided their financial support to the Thematic Call you are interested in, you are encouraged to contact the National Delegation. The contacts of the National Delegations can be found at <https://artes-apps.esa.int/national-delegations>.

So far, Germany and Norway have made available funding for the Thematic Call on Space for Financial Services



THE CALL FOR PROPOSAL



The Call for Proposals (ESA AO/1-8872/17/NL/CLP) is issued on EMITS (<http://emits.sso.esa.int/emits/owa/emits.main>) 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

Appendix 1 will be updated on AO8872, once the FinTech Thematic Call will be opened (10 July 2017).

“WHAT YOU NEED TO DO”



- The proposal submissions shall make use of the **ESA-STAR** system which will allow the **submission of proposals electronically**
- Companies shall register beforehand by completing the **online questionnaire** on the “ESA-STAR registration” website (<https://esastar-emr.sso.esa.int/>)
 - For general information about how to do it, see the “esa-star” Registration User Manual http://esamultimedia.esa.int/docs/business_with_esa/CG-EM-ORR-S-16_End_User_Manual_v1.2.pdf
- The contents of your proposal will be limited to filling in as necessary the **Cover letter (1 page) and Proposal Template (maximum 20 pages)**
- **Full compliance to the Draft Contract** is a Key Acceptance Factor

THE PROPOSAL TEMPLATE



Your Proposal shall include the following information:

- 1) EXECUTIVE SUMMARY (maximum one page)
- 2) BUSINESS POTENTIAL (maximum five pages)
- 3) TECHNICAL CONCEPT (maximum five pages)
- 4) TEAM AND RESOURCES (maximum three pages)
- 5) MANAGEMENT PART (maximum four pages)
- 6) FINANCIAL PART (maximum two pages)



BACKGROUND

- Financial services is the largest industry in the world.
- FinTech originated as a way for new players to compete with established financial players, although the later ones are dealing with FinTech too.
- FinTech is very attractive because of i) favourable structure of venture funds / acceleration schemes; ii) financial players hunger for innovation and; iii) close relationships with regulatory authorities



TRENDING FINTECH TOPICS

- **Low-cost service-based investing:**
 - Provision of tools and reports tailored to microinvestors with low-to-average financial knowledge;
 - Mutualisation of large amount of microinvestors;
- **“Robo-investing”:**
 - A.I.-based online wealth management services; supported by algorithms generating tailored investment portfolios and having access to prompt and quality information sources;
- **Digital-based equity crowdfunding:**
 - Provide accredited investors options to fund online early stage ventures asking for crowdfunding;
 - Create worldwide catalogues of ventures looking for investment in exchange of limited equity;
- **Microinsurance and just-in-time insurance:**
 - A way to get very affordable insurance for very specific needs / periods of time;
 - Relying on significant mutualisation and low-cost standard mechanisms for risk assessment and claims processing
- **Cryptocurrencies:**
 - Secured digital currencies backed by trusted electronic mechanisms instead of a central authority.
 - Based on “blockchain” technology.
- **(Big) data mining:**
 - Production of valuable information to support financial decision and financial advice

SPACE TECH AND FINANCIAL SERVICES?



- Earth Observation (SatEO)



Diverse weather / environmental data useful in data analytics for financial services e.g. commodity markets, futures markers or insurance.

- Satellite navigation (SatNav)



Useful for financial services requiring location. Integrity of EGNOS / Galileo can contribute to blockchain technology / crowdsourcing schemes.

- Satellite communication (SatCom)



Access to financial services from those locations in the world without access to the internet. Also as back-up communication for critical transactions.

OPEN QUESTIONS & ANSWERS SESSION



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