



Webinar

Inclusive and Accessible Sport

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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

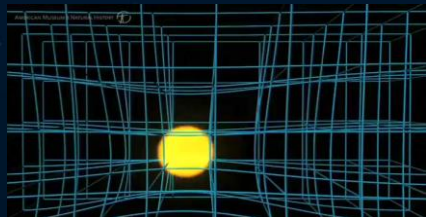
Agenda

- Introduction
- Kick-Start Programme
- Inclusive and Accessible Sport
- How to Apply
- Q&A



ESA's Four Main Pillars

Science and Exploration

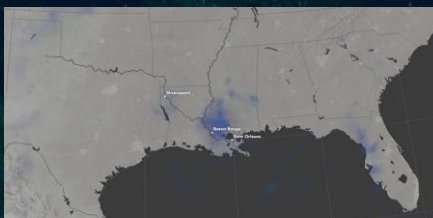


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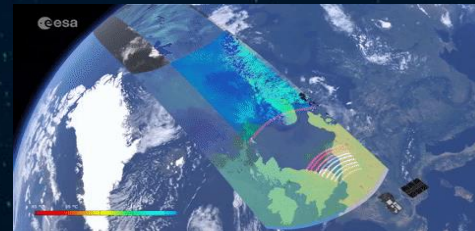
Enabling and Support



Safety and Security



Applications



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.





ESA SPACE SOLUTIONS OFFERS



Zero-equity funding (from
€50k 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

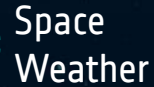
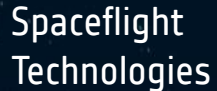
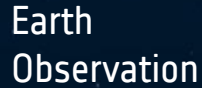


Credibility of the
ESA brand

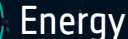


Project web pages:
business.esa.int/projects

... to serve Users & Market

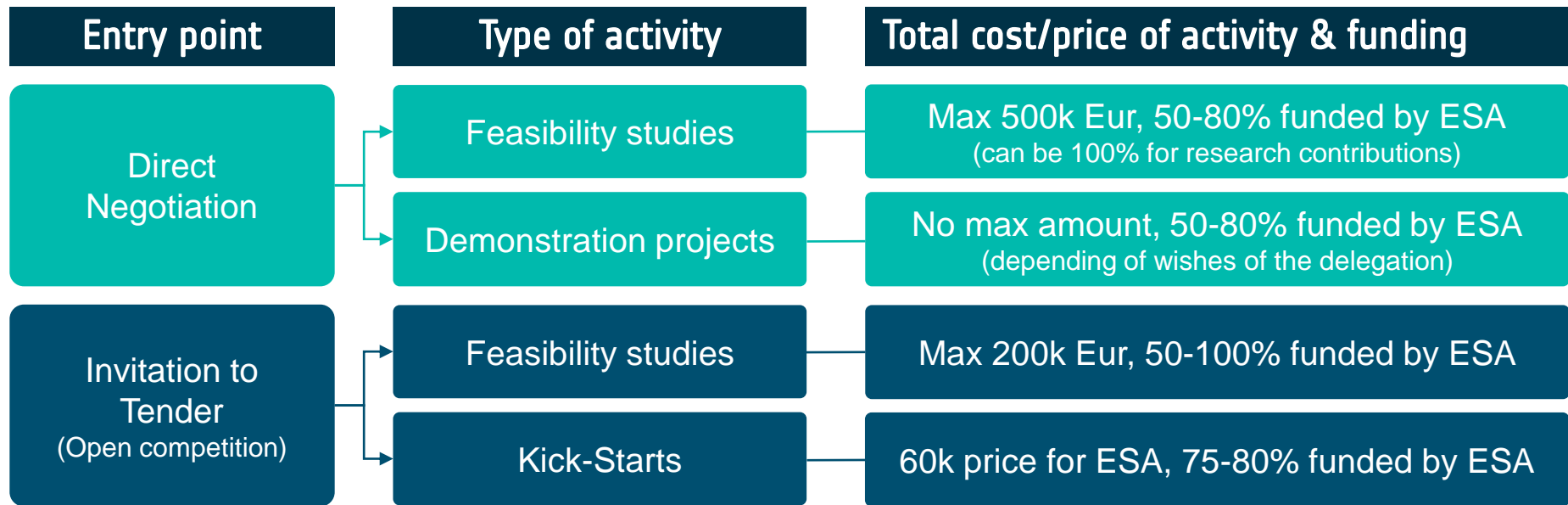


5G (<https://artes.esa.int/esa-5g6g-hub>)





Funding schemes BASS



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Kick-start Activity

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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.



SPACE SOLUTIONS



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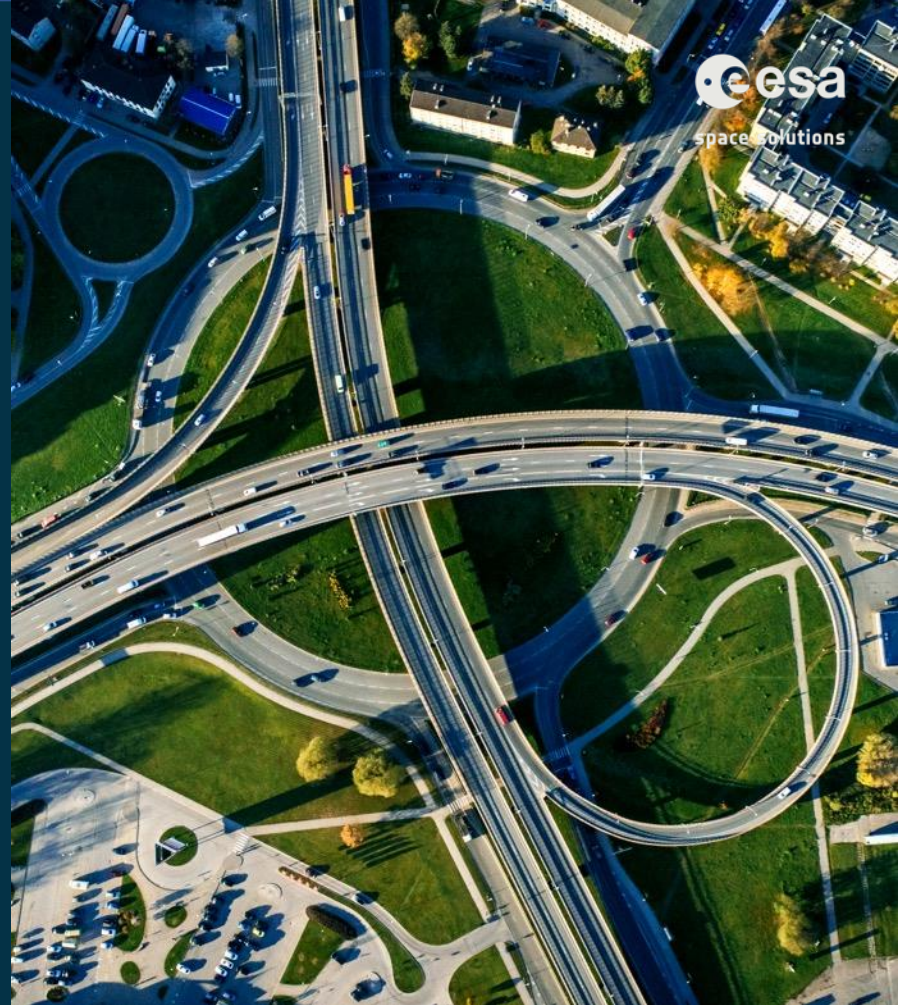


European Space Agency

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**.







Inclusive and Accessible Sport: Background

Sports has the unique ability to transcend cultural and social barriers making it an excellent platform for fostering strategies of inclusion and adaptation.



Inclusive and Accessible Sport: Topics



- Platforms for training, rehabilitation and game analysis
- Tailored training programmes

Enhancing Performance



- Online sports community platforms
- Identify specialised fitness trainers

Building Resilience



- Facilitate sports fans to engage
- Direct-to-consumer platform
- Continuous real-time transmission

Digital Engagement For All



- Near real-time analysis
- Virtual affordable training equipment

Inclusive And Accessible Sports Equipment

Satellite Earth Observation (SatEO)



Satellite Navigation (SatNav)



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

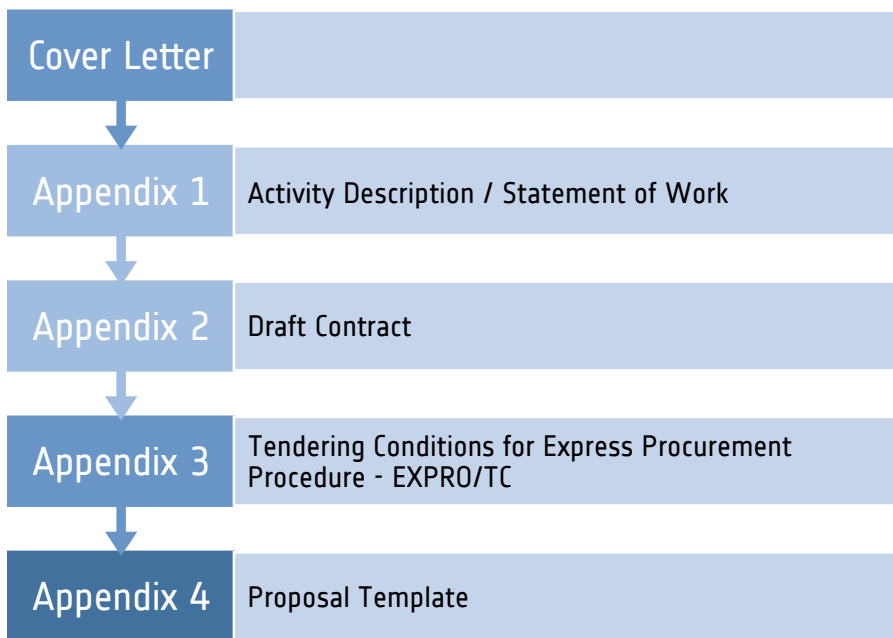
Write your proposal and obtain Letter of Authorization from National Delegation, if needed.

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:



Authorisation from National Delegations



- The **authorisation from National Delegation** for the call against which you submit your proposal is an admissibility criterion. Proposals not authorised 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 ESA-Star Publication to provide information on the list of Member States that have already provided their pre-authorization to the Thematic Call.
- 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>.

Proposal template

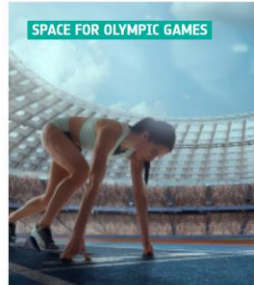
Your Proposal shall include the following information:

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)



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Featured opportunities



Opening and closing dates are tentative



Thank you!
Q&A

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