**PI^3 “People, PLANET, ProsPerity”**

**Activity Pitch Questionnaire (APQ)**

**ReF: ??? *Version 1.0***

Thank you for considering applying to this initiative. Its goal it is help industry to develop Space projects enabling *action beyond information*, specifically Satellite Telecommunications and 5G technologies. The long-term objective will be for those projects to evolve into fully fledged operational infrastructure providing commercial services in an ESG (Environmental, Social and corporate Governance) context and increase overall European competitiveness.

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

By providing this questionnaire, you allow ESA to quickly take informed decisions on next steps, pointing you to the most appropriate activity stream if the APQ is considered acceptable (e.g. additional preparatory work, training, teaming up with some other partners, go ahead targeting a particular ESA programme). Please note that ESA may provide this Activity Pitch Questionnaire to and discuss it with the National Delegations 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.

GATED AND INCREMENTAL APPROACH: Note that the procurement approach is based on the following three different stages: the Activity Pitch Questionnaire (this form), the Outline Proposal and the Full Proposal. In case the APQ is accepted by ESA, the answers to the set of questions of this APQ will be directly integrated in the Outline Proposal. In a similar way, the Outline Proposal will be 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 14 pages** (including this introduction), maintaining font size (10) and structure. APQs exceeding 14 pages will not be admitted for assessment by ESA and will be returned to the sender.

Please note that only PDF, DOC and DOCX formats are accepted.

**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).*  *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? Have you completed any prior ESA contracts?**  *(Yes/No. If Yes, indicate name of any previous activities)* | |  |
| **AP.1.5 Are you applying as a consortium?** *(Yes/No)*  **Who are the other entities?**  *(name, country, business description, website)* | |  |
| **Subcontractor #1:** |  | |
| **Subcontractor #2:** |  | |
| **…** |  | |
| **AP.1.6 State the main skills and experience required to deliver what you are proposing and who within the consortium / team will provide this…** *(Yes/No/Partial + justification/explanation)* | |  |
| Please confirm that the proposed work does not overlap with any currently running ESA, European Institution, National or International contracts awarded to any entity of the Proposal consortium (Prime and/or Sub-Contractor(s)):  If there is an overlap, please specify: | | |

**Section AP.2 (WHAT): What do you want to offer and what is the added-value?**

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| --- | --- | --- | --- | --- | --- |
| **Theme Addressed:**  *Artificial Intelligence and Machine Learning, Cloud and Virtualisation – Digital Twins – Sustainable Mobility – Green Value.* | | Select the theme you propose to address | | | |
| 1. **What is the final product/system/service that you want to offer? How is it aligned with the objectives of the theme/s selected above?**   *Refer to the final product/system/service you intend to study/design/develop/validate/qualify/demonstrate* | | | | | |
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| 1. **What are the pains (e.g. problems) you aim to address and the potential gains (e.g. benefits) derived from your solution in the target market? Can you quantify them?**   *(Note: whenever users and customers are different, pains and gains can be different as well)* | | | | | |
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| 1. **Who will be the customers and users of the final product/system/service?****Include a high-level description of the context in which the solution is to be used operationally taking into account both the user and customer perspective.**   *(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 is innovative in what you propose? What is your unique selling point with respect to what is available in the market?**   *(E.g. your differentiation from existing solutions to the customers’/users’ pains)* | | | | | |
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| 1. **How does your solution use space telecommunications / 5G and/or other space assets / data?**   *(E.g. Satcom services, 5G for Space, Sat Earth Observation data/derived products, Sat Navigation data/services, Manned Space Flight - technology/service, development of your own payload, platform, ground or user equipment… Please add main characteristics and potential providers, as applicable)* | | | | | |
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| **AP.2.6 Tick (X) the applicable boxes relating to your proposed activity…**  *You should indicate whether your activity relates to the study and/or development and/or demonstration of one or more of the listed segments. This could refer to development of a new payload to be delivered to orbit (Space Segment: Payload) and demonstrated or it could simply be utilisation and integration of an existing satellite service into your business (Service) or multiple…* | | | | | |
|  | Space Segment (Payload, platform, constellation…) | | Ground Segment (Control / Ground Stations / User Equipment / Modem / Antenna…) | Service (*Application* of Space Technology / Data) | Other |
| **Type of Activity (what type of work you will undertake to deliver the idea)** | | | | | |
| Definition / Technology / Feasibility Study |  | |  |  |  |
| Product Development |  | |  |  |  |
| Demonstration |  | |  |  |  |
| **Type of Deliverable (what you will deliver at the end of the activity)** | | | | | |
| Hardware |  | |  |  |  |
| Software |  | |  |  |  |
| Documentation |  | |  |  |  |
| Other |  | |  |  |  |
| If other, please provide comments… | | | | | |

**Section AP.3 (WHY): 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)* |
|  |
| 1. **Describe your initially identified customers and your current level of engagement**   *Indicate who your customers are and what is your engagement with them. Indicate their willingness to participate in the activity as reference customer, and whether they expressed potential interest in paying for the service. Note that no formal letters are required at this stage)* |
|  |
| 1. **How does the proposed product/service fit within your current business activities and your mid-/long-term strategy? What is your motivation to undertake this activity?**   *How does this activity align with your overall business strategy* |
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| **AP.3.4 Describe the prospective business model and the rationale for the decision…**  *Software-as-a-Service, Platform-as-a-Service, Leasing, Advertising, Freemium, Project-based… and the underlying rationale…* |
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| **AP.3.5 Illustrate (with a diagram) and describe the service value chain, clearly indicating the interactions between all stakeholders involved in the service provision (service provider, component manufacturers, system integrators, connectivity providers, customers, regulators… as appropriate). Highlight any key partners.**  *It should be clear from the diagram which entities interact with whom and what they do/provide to each other.* |
| **EXAMPLE** |
| **AP3.6 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?** |
|  |
| **AP3.7 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): 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 and the target end point?**   *(e.g., idea, prototype, existing product, existing service, results from other activities, discussions with potential users). With regards to any technical development, describe the product features including which components exist or are to be developed (and associated start and end Service / Technology Readiness Levels (SRL/TRL), as applicable). See* [TRL Definitions in ARTES Core Competitiveness (esa.int)](https://artes.esa.int/sites/default/files/ARTES_TPD_TRL_Definitions.pdf) *for SRL/TRL scales.* | | | | |
|  | | | | |
| **Product/Service Components** | | **Starting SRL/TRL** | | **End SRL/TRL** |
| *…* | | *…* | | *…* |
| *…* | | *…* | | *…* |
| *…* | | *…* | | *…* |
| *…* | | *…* | | *…* |
| 1. **What are the key activities you propose to execute? This should expand upon the selection made in AP.2.6…**   *(Key activities may include e.g. market analysis, business case elaboration, proof of technical feasibility, proof of concept, design, development, integration, testing, validation with customers through a pilot service stage,* ***however you should provide further detail specific to your idea****). Red text below are* ***examples****.* | | | | |
| **Segment** | **Type of Activity** | | **Tasks** | |
| *Ground Segment* | *Development* | | *…* | |
| *Ground Segment* | *Demonstration* | | *…* | |
| *Service / Application* | *Demonstration* | | *…* | |
| *…* | *…* | | *…* | |
| 1. **What are the expected goals / outputs at the *end* of the activity? And how will they contribute to the final solution?** | | | | |
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| 1. **What is the overall planning and costing of the intended activity?**   *Include the duration of the activity, approximate start date, timeline of the aforementioned key activities, and associated costing.* | | | | |
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| 1. **Which financial contribution are you seeking from ESA?**   *(E.g. kEUR, proportion of the cost of the activity).* | | | | |
| |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Entity Name** | **Entity Type (SME, University, Large Integrator…)** | **Country of Origin** | **Entity Total Activity Cost (kEuro)** | **Expected ESA Financial Contribution**  **(kEuro)** | | Entity X |  |  |  |  | | Entity Y |  |  |  |  | | Entity … |  |  |  |  | | … |  |  |  |  | | **Total** |  |  |  |  |   ***Note: the level of ESA co-funding offered will be determined upon review of the scope of the activity by ESA and in coordination with the relevant ESA Member State Delegation.*** | | | | |
| 1. **What are the most important risks (technical / business / commercial) to your activity? What are your mitigation actions?** | | | | |
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Please submit your completed APQ to [5G@esa.int](mailto:5G@esa.int) with the subject “PI CIBE <<Proposal Title>>” with the text in red to be replaced with the title of your proposed activity.