European Space Agency

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Welcome to the webinar! Before we start...

- Due to the number of attendees, please keep your microphones muted at all times and switch off the webcam function.
- 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
  - Fuel your business
  - What ESA offer

- Artificial intelligence kick start calls
  - Background & Opportunity
  - Topics of relevance

- AI for social good: MIT experience

- AI and space for sanitation: Toilet Board Coalition

- Kick-start Activity essentials
  - How to apply
  - Authorization from National Delegations
  - The Proposal Template

- Q&A
Could you be leveraging Space technology and data for the benefit of life on Earth?
We’ll work together to make your idea commercially viable, with:

- **Zero-Equity Funding** (€60k-€3M+)
- **Tailored Project Management Support**
- **Access to Our Network & Partners**
- **Use of the ESA Brand for Credibility**
FUNDING & SUPPORT OF SPACE-ENABLED SERVICES POWERED BY ARTIFICIAL INTELLIGENCE

Funding up to €60K per Activity
AI ESA KICK START CALL

- The European Space Agency is offering technical support and funding to companies developing innovative and commercial products and services combining Artificial Intelligence with space technology.

- To find out more: https://business.esa.int/funding/invitation-to-tender/artificial-intelligence-kick-start
AI kick start

6 months duration
up to €60K ESA funding (75% ESA co-funding)

Develop business case for commercially viable services

• Customer Engagement
• Technical Feasibility Assessment
• Commercial Viability Assessment
The AI kick start is organised around specific macro-areas for which dedicated calls will be issued:

- **Consumer goods, business and industrial services**
  (OPENING DATE 13th May 2019, CLOSING DATE 21st June)

- **Social Impact**
  (OPENING DATE 25th June 2019, CLOSING DATE 30st August)

- **Infrastructure**
  (OPENING DATE 2nd September 2019, CLOSING DATE 11th October)

- **Environment and natural resources**
  (OPENING DATE 14th October 2019, CLOSING DATE 29th November)
AI FOR SOCIAL IMPACT: TOPICS OF INTEREST

Space technology and AI to develop new services for ‘social good’, addressing:

- Urban planning and development
- Environmental sustainability
- Public safety
- Healthcare
- Sanitation
- Education
Umberto Fugiglando, Senseable City Lab at Massachusetts Institute of Technology
Priyanka de Souza, Senseable City Lab at Massachusetts Institute of Technology
http://senseable.mit.edu/good_vibrations/
Treepedia:
Exploring the Green Canopy in cities around the world

http://senseable.mit.edu/treepedia
Air Quality Monitoring

Priyanka deSouza
PhD Researcher, Massachusetts Institute of Technology
City Scanner

http://senseable.mit.edu/cityscanner/
Alexandra Knezovich, Toilet Board Coalition
knezovich@toiletboard.org
The Toilet Board Coalition and its members are bringing pioneering business solutions to address one of the world’s most pressing crises, universal access to sanitation (Sustainable Development Goal 6.2).

In doing so we will unlock a system full of natural and biological resources, as well as information about human health and behaviour, that have been virtually untapped.
Current trends in digitisation have the potential to disrupt sanitation systems, enabling new products, business models and creating new markets. Advances in big data trends, satellite monitoring and digital health technologies combined with the widespread adoption of mobile and smart phone technologies brings significant potential for system efficiencies, new information and insights. Sanitation systems uniquely contain a continuous supply of biological resource which could have important and positive impact on preventative health practices.
We would like you to present back an idea on how you can utilise space, AI and sanitation technologies to produce innovative health solutions in low and middle income markets.

- We ask for a short intro presentation (5-7 slides) that explains clearly:
  - What is the idea?
  - What is the need and the market opportunity?
  - Why is it differentiated?
  - How might your solution be trialed?
  - About your company and examples of your credentials

- Your idea must adhere to the following parameters:
  - Must include an AI capability and a visualization/user interface in the solution
  - Must use a space technology (such as: SatCom, Earth Observation, Satellite Navigation and Positioning, Space Weather, etc.)
  - Have an application within the Sanitation Economy

- Further info at: http://ow.ly/50eH50ucslx
THE SANITATION ECONOMY SUMMIT

19-21 NOVEMBER
PUNE INDIA

www.SanitationEconomy.com
→ **HOW TO APPLY 1/2**

1. **Register** by completing online questionnaire on [ESA-STAR Registration](https://esastar-emr.sso.esa.int) (minimum ‘light registration’).

2. **Download** the official tender **documentation** (Invitation to Tender) via EMITS - [AO9889](#).

3. **Create** ‘Bidder Restricted Area’ in ESA-STAR.

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

5. **Submit** your proposal via ‘Bidder Restricted Area’ in [ESA-STAR Tendering](#) by the **specific deadlines** (Don’t wait until the last minute!).
The Letter of Invitation to Call for Proposals is issued on EMI TS (http://emits.ssoesa.int/emits/owa/emits.main) and includes:

- **Cover letter**
- **Appendix 1:** Activity Description
- **Appendix 2:** Draft Contract
- **Appendix 3:** Tendering Conditions for Express Procurement Procedure - EXPRO/TC
- **Appendix 4:** Proposal Template
The availability of funding for the specific Thematic Call against which you submit your Proposal is an admissibility criteria. Proposals not authorized 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 EMITS to provide information on the list of Member States that have already provided their financial support to the Thematic Call.

In case your company/organisation resides in a country which has not provided their financial support 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.

For the Thematic Call on ‘AI’, Ireland, Norway, Germany and UK have already pre-authorized the funding.
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)
OPEN QUESTIONS & ANSWERS SESSION

Looks like you're the only one on the call.

Antonino Coppola
Next AI kick start webinars

- **28/08/2019 (11:00 CEST) Infrastructure** (OPENING DATE 2nd September 2019 - CLOSING DATE 11th October)

- **01/10/2019 (11:00 CEST) Environment and natural resources** (OPENING DATE 14th October 2019 - CLOSING DATE 29th November)
Your company could be next.