

→ Space-enabled Business Applications for Finland

Helsinki, 4th April 2019

Tony Sephton

ESA-TIAA-HO-2019-1598

<https://business.esa.int> @ESAbusinessapps

→ ESA BUSINESS APPLICATIONS OVERVIEW

- ESA Business Applications offers funding for the development, implementation and pilot operations of innovative, viable and **sustainable services** for the benefit of society.
- Business Applications activities require the **integration of at least one space asset** into a service proposition to be eligible.
- These services add value by integrating space assets, such as Telecommunications, Earth Observation, Navigation, and Human Spaceflight technologies, **with existing terrestrial assets and legacy systems** to provide new, **commercially driven solutions**.
- There are also specific funding lines available for Satellite Communications only, which permit the development of technology, products and service applications

→ FUEL FOR YOUR BUSINESS

Could you be
leveraging Space
technology and data
for the benefit of your
business?



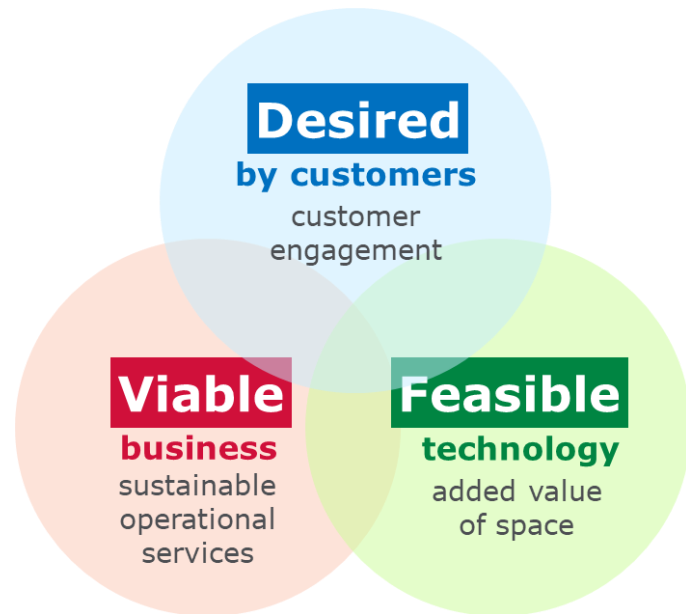
→ WHAT WE ARE LOOKING

- **Innovative services** that:

- start from **market demand** – not from technology push
- are focused on **business development** – not technology development

- **Objectives:**

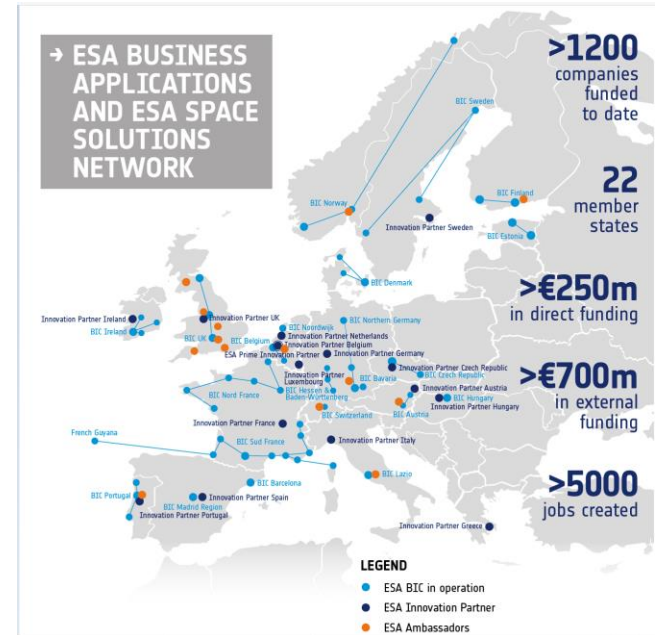
- ... to foster utilization of existing space capabilities
- ... to avoid research / new technology developments
- ... to work in close partnership with users/customers
- ... to develop integrated and sustainable services



→ AMBASSADOR NETWORK

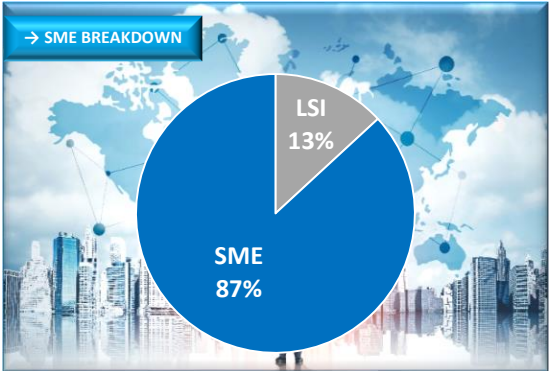
<https://business.esa.int/ambassador-platforms>

- Identification of new **application domains** which might benefit from integration of space assets
- Create **awareness** within relevant stakeholder communities (e.g. authorities, user communities, service providers, industries, research organisations)
- Act as an “**honest broker**” between ESA, industry and the user community
- Closely aligned with ESA BICs and Innovation Brokers
- **Link** users/customers with industries / research organisations
- Stimulate the submission of **ideas and proposals** to ESA’s Downstream Business Application programmes ARTES C&G (Application Segment) and ESA Business Applications.



→ RETURNS AND INVESTMENT

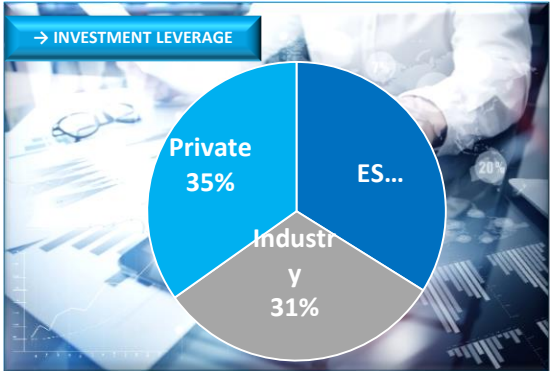
→ ESA BUSINESS APPLICATIONS SOCIOECONOMIC IMPACT



→ ESA PROJECT FUNDING
€127m

→ INDUSTRY/CUSTOMER CO-FUNDING
€115m

→ PRIVATE INVESTMENT
€130m



→ SUSTAINABLE JOBS CREATED
2483 FTE
839 Direct FTE plus estimated 1,644 indirect jobs created from ESA investments

→ REVENUE GENERATED
€348m

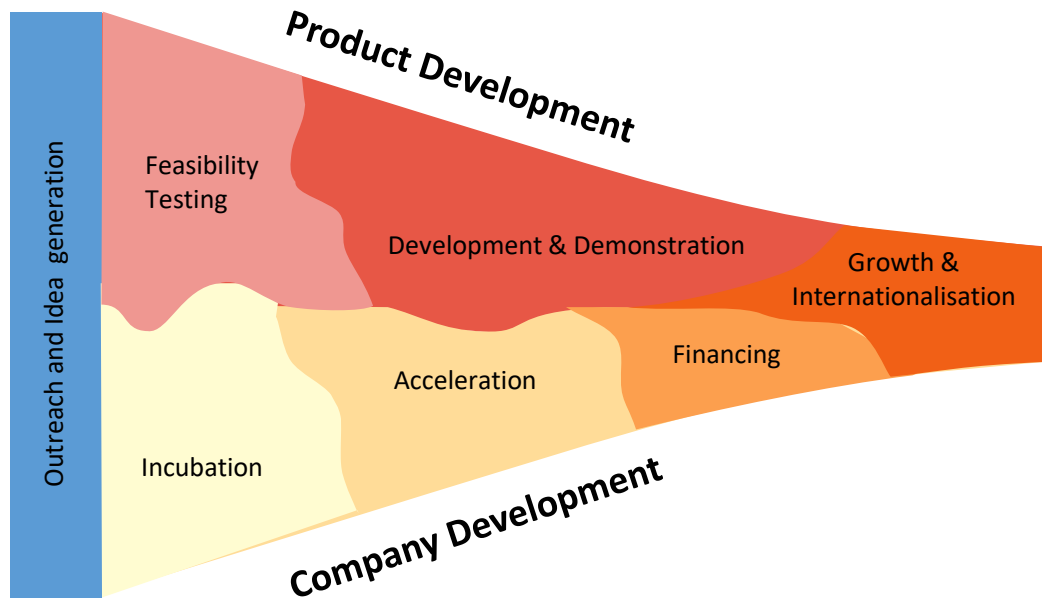
For every €1 invested by ESA, €1.85 is leveraged from industry, customers and private investors

→ 2023 REVENUE PROJECTION
€1.67Bn

→ EXPORTS
49%

→ TOTAL ADDRESSABLE MARKET
€41.5Bn

→ Business Development Funnel



→ OUR OFFER TO YOU

We'll work together to make your idea commercially viable, with:



Zero-Equity
Funding
(€35k-€2M+)



Tailored Project
Management
Support



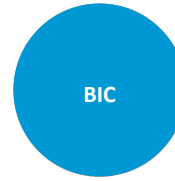
Access to
Our Network
& Partners



Use of the
ESA Brand for
Credibility

ESA BIC and Broker Funding

Up to 100% funding



€ 50K

Up to 100% funding



€ 35K

ESA BA Funding

	Typical project cost	ESA co-funding rate
Demonstration Project	€ 1-3 M	50%
Feasibility Study	€ 250 K	50% (100% for ESA themed calls)
Kickstart	€ 80 K	75%

🚀 Direct Negotiation (Call for proposals):

- Every thematic area
- Always open

🚀 Open Competition:

- Thematic area decided by ESA
- Open for few months

→ CURRENT OPEN COMPETITIONS

Competitive Tenders in 2019

- ESA & 5Groningen opportunity ([Opened 18/09/2018, Closes 26/10/2019](#))

Kick-Start Activities

- Mining ([Opens 09/04/2019, Closes 20/05/2019](#))
- Space for Sport ([Opens 21/05/2019, Closes 01/07/2019](#))
- AI ([Opens 14/05/2019, Closes 22/11/2019](#))





YOUR BUSINESS POWERED BY SPACE

Tony Sephton

tony.sephton@esa.int

business.esa.int