ESA Business Applications
Guidelines for APQ Preparation
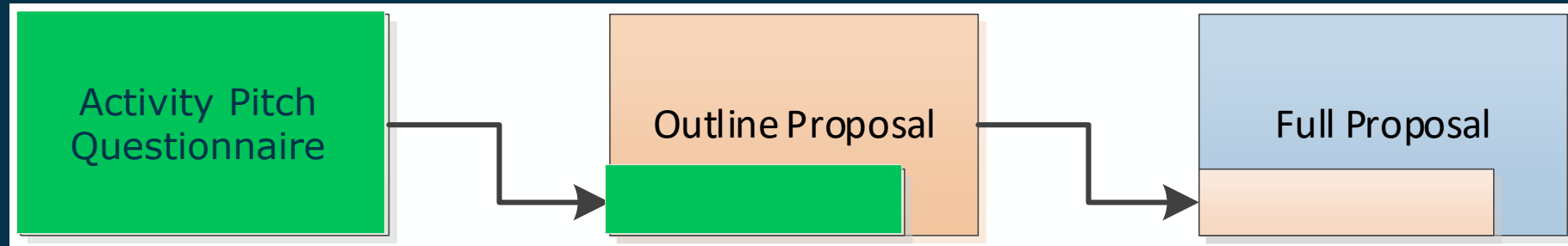
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→ THE EUROPEAN SPACE AGENCY

→ ACTIVITY PITCH QUESTIONNAIRE (APQ)

Stepwise building up the case in an interactive process with the applicant:

Activity Pitch Questionnaire	Outline Proposal	Full Proposal

- Team introduction
- What
- Why
- How

Objective: allowing ESA to quickly take informed decision. In case the APQ is approved, start interactions with submitter to discuss next steps

- Business Plan
- Team
- High level architecture
- Implementation approach
- Cost & Price

Objective: allowing ESA to have the basis for a formal judgement to move forward

- Programmatic & Admin information (CVs, WBS, WPDs, planning, cost forms, …)

Objective: allowing ESA to undertake the formal evaluation, which, if successful, will lead to the contract signature
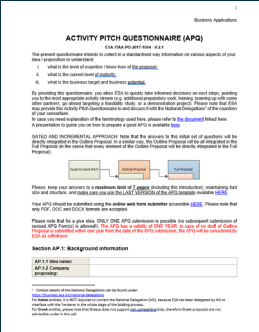
Company

Company ⇔ National Delegate

Company ⇔ ESA Business Appl.

Company ⇔ ESA Technical Officer

Company ⇔ ESA Ambassador

APQ

APQ
Evaluation Panel

Possible Outcomes:
- Routed to DP
- Routed to FS
- Discuss/Clarify
- Not Acceptable

**Interaction
ESA ⇔ Company**

✓ Clarity and conciseness (you don't need long text to be convincing)

✓ Have a clear user/customer driven approach, with relevant representatives involved in the activity (possibly as alpha-customers)

✓ Clearly explain the competitive advantage / Unique Selling Proposition

✓ Clear justification of why Space is adding something

✓ Explain how what you propose is instrumental to reach commercial success

✓ Good matching between proposed activities and competence/potentials of the team

✓ An open and clear description of the co-funding sources (and possible challenges)

- Website: **business.esa.int**

- General email address: **business@esa.int**

- Project web pages of studies and projects on **business.esa.int/projects**

- BASS Open Calls for Proposals (AO-10494 and AO-10228) online on ESA-STAR: **doing-business.sso.esa.int**

- Various proposal templates on **business.esa.int/documents** incl. "Activity Pitch Questionnaire", "Outline Proposal", "Full Proposal" and study/project related "Management Requirements"