



ESA TE+AM Poland Information Day

10 March 2021

ESA UNCLASSIFIED

BUSINESS
APPLICATIONS

BUSINESS
INCUBATION

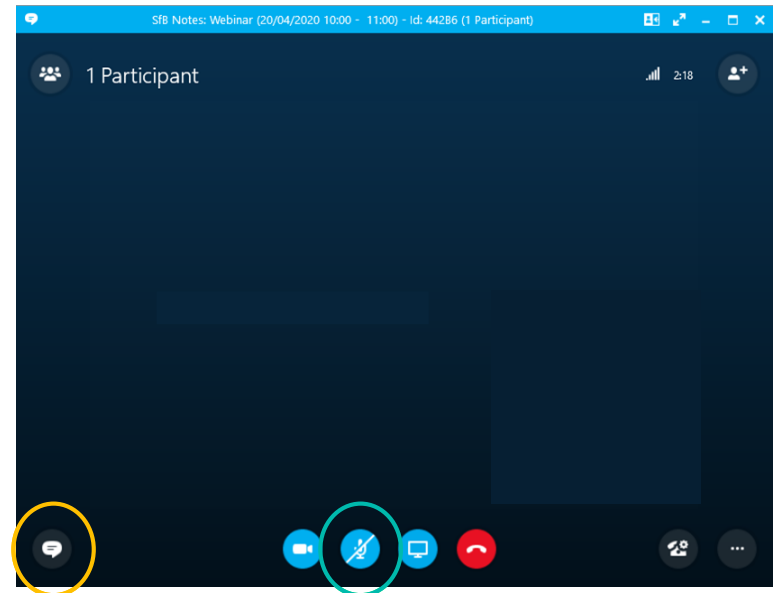
TECHNOLOGY
TRANSFER



WELCOME TO THE INFORMATION DAY

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 event



WELCOME TO THE INFORMATION DAY

Before we start...

- The Invitation to Tender will be published in Quarter 1 / Quarter 2, 2021.
- This will be an open competition and the slides and any relevant to the bid questions and answers will be published after the event.



Welcome by

**Cornelis J.J. Eldering, Head of the Space Solutions Section, Innovation
& Ventures Office, ESA**





Ministry of Economic Development,
Labour and Technology

Welcome by

Marta Kolibabska, Head of Space Policy Unit, Ministry of Economic Development, Labor and
Technology & AFC Delegate

Lukasz Maciak, Innovation and Industrial Policy Department, Ministry of Economic Development,
Labor and Technology & JCB Delegate

AGENDA

11.00 - 11.10 Welcome and Introduction

- Webinar Logistics and Welcome - *ESA Space Solutions*
- Welcome - *Ministry of Economic Development, Labour and Technology*

11.10 - 11.30 The Opportunity - Background and Information Session

- ESA Space Solutions and what is an ESA TEAM - *ESA Space Solutions*
- How to apply: tender objectives & information - *ESA Space Solutions*

11.30 - 11.40 The Perspective of an ESA Technology Broker & Business Applications Ambassador

- *ESA Technology Broker Austria*
- *ESA Business Applications UK Regional Ambassador South West England & South Wales*

11.40 - 12.00 Questions to the Panel

12.00 - 13.00 Tips on Writing a Proposal for an ESA Tender

- *ESA Industrial Policy*



ESA Space Solutions

Joana Kamenova, Business Applications Officer &
Space Solutions Country Manager for Poland

THE EUROPEAN SPACE AGENCY

Purpose of ESA

To provide for and promote, for exclusively peaceful purposes, cooperation among European states in space research and technology and their space applications.

Facts and figures

- Over 50 years of experience
- 22 Member States
- 8 sites across Europe and a spaceport in French Guiana
- Over 80 satellites designed, tested and operated in flight





exploration



human spaceflight



science



earth observation



space solutions



navigation



space transportation



telecommunication



technology

ESA SPACE SOLUTIONS

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.



OUR APPROACH

Local representation for companies in all ESA Member States

BUSINESS INCUBATION

21
centres

200
start-ups p/y

1,000+
supported



BUSINESS APPLICATIONS

€ 350+ M
invested

in 2,000+
businesses



TEAM NETWORK

6
technology
brokers

378+
transfers

15
ambassadors



LEGEND

- ESA BIC
- ESA Technology Broker
- ESA Ambassadors

By end of 2021



ESA Technology Broker and Business Applications Ambassador (TE+AM)

Matthew Edwards, Business Incubation Officer &
ESA TE+AM Network Manager

ESA TE+AM Network

The ESA TE+AM Network is the combination of an ESA Technology Broker and an ESA Business Applications Ambassador.

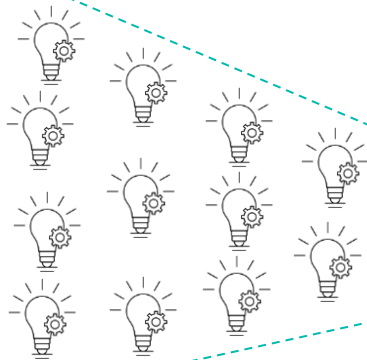
- The ESA Technology Broker supports the successful spin-off of space technologies into non-space markets.
 - All follow ESA's Common Approach to Technology Brokerage
 - Currently over 375 spin-offs created
- The ESA Business Applications Ambassador increases awareness of the commercial uses of satellite data and provides support to prospective applicants to the ESA Business Applications programme.
 - All follow ESA's Common Approach to Business Development Support
 - Over 200 companies supported since 2017

To provide business innovation support to companies who can benefit from space technology or satellite data

AWARENESS

Tasks 1, 2, and 3

- Market Opportunity Analysis
- Targeted promotion, marketing, and events
- Engaging with space industry
- Engaging with non-space industry

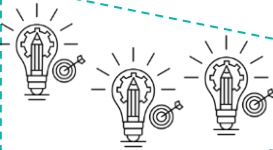


SUPPORT

Task 4

- Creating Innovation Challenges and Technology Requests
- Responding to requests from others

- Explaining processes for applying to ESA BA
- Expectation management



Task 5A

- Brokering **Introductions**
- Identify funding opportunities and **Facilitate** submission of proposals
- Support formalisation of commercial agreements
- Collect impact data for case studies

Task 5B

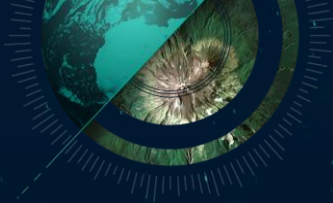
- Coaching applicants and providing critical feedback prior to APQ submission
- Guidance on registration for esa-star
- Observing APQ evaluation and supporting company debriefs



MANAGEMENT AND REPORTING

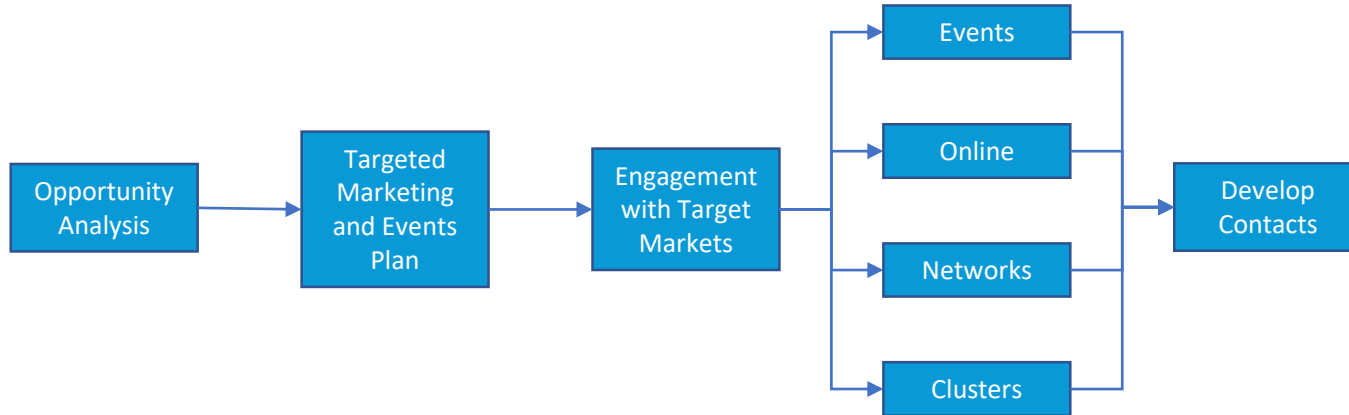
- Reporting to the Agency
- Project Management
- Monitoring & Success Assessment
- Coordination Meetings
- Deliverables

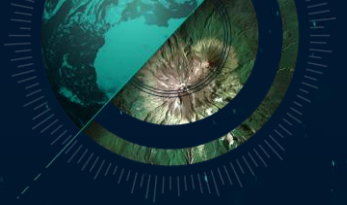




To provide business innovation support to companies who can benefit from space technology or satellite data

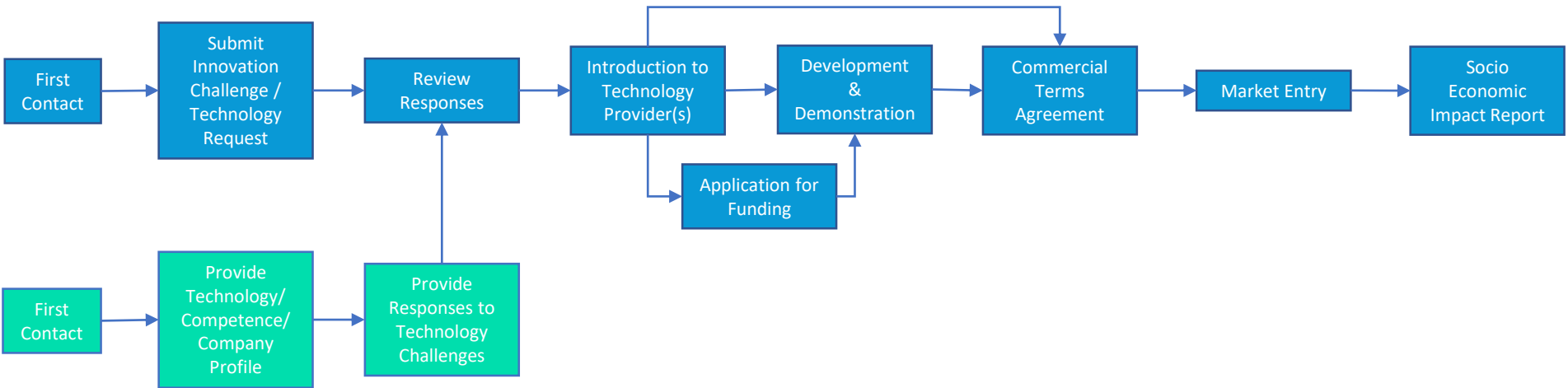
ESA TE+AM Example Process - AWARENESS



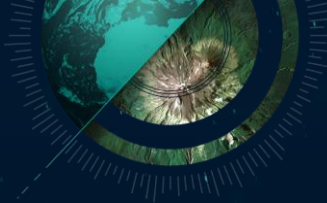


To provide business innovation support to companies who can benefit from space technology or satellite data

ESA Technology Broker Example Process - SUPPORT



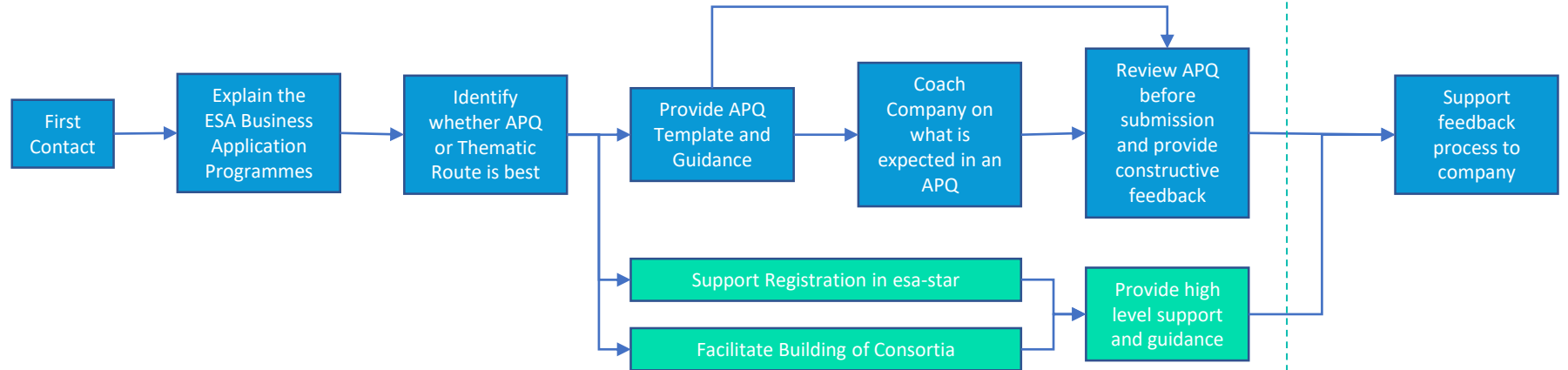
Non-Space Company
Space Company



To provide business innovation support to companies who can benefit from space technology or satellite data

ESA BA Ambassador Example Process - SUPPORT

APQ/Proposal Submission



APQ Route
Thematic Route

ESA TE+AM Network

Critical Success Factors

1. Innovative Problem Solving
2. Relationships with Space Industry
3. Access to Non-Space Networks/Clusters
4. Business Support Services
5. Coaching Skills
6. Balanced Team
7. Working Relationship with ESA and National Delegation



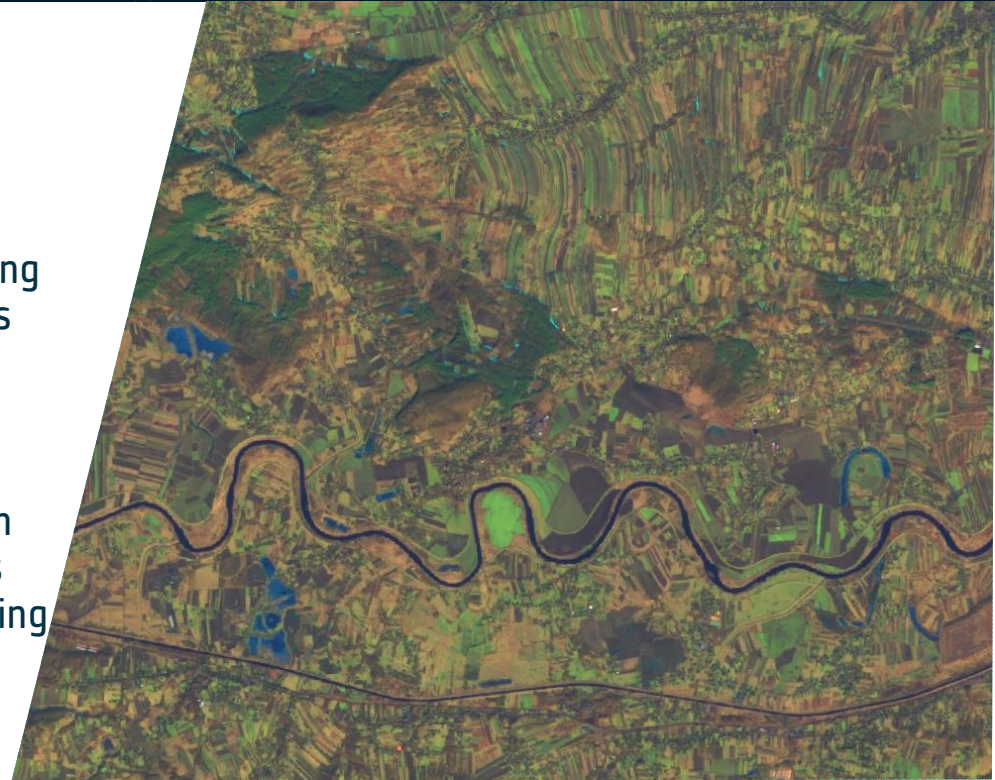
How to apply: tender objectives and information



ESA TE+AM Poland

High Level Objectives

- To create added value for Polish industry by solving innovation challenges and responding to business and user needs by using existing and facilitating the development of new space solutions **over 5 years**.
- To generate new ESA Space Solutions activities in the domains of Technology Transfer and Business Application underpinned by successful matchmaking among space and non-space sectors.

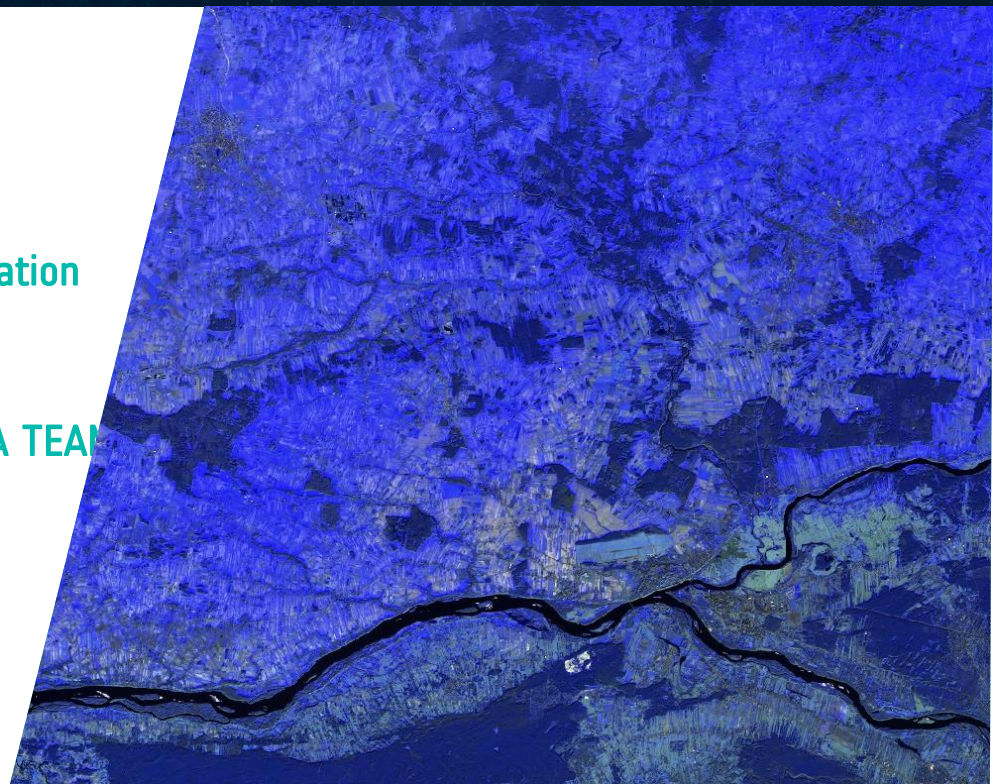




ESA TE+AM Poland

Indicative Budget Breakdown

- **ESA TEAM Poland management and implementation activities**
EURO 400,000 over 5 years
- **Promotion, marketing and events related to ESA TEAM Poland**
EURO 75,000 over 5 years





ESA TE+AM Poland

Tender Information

Tender Reference

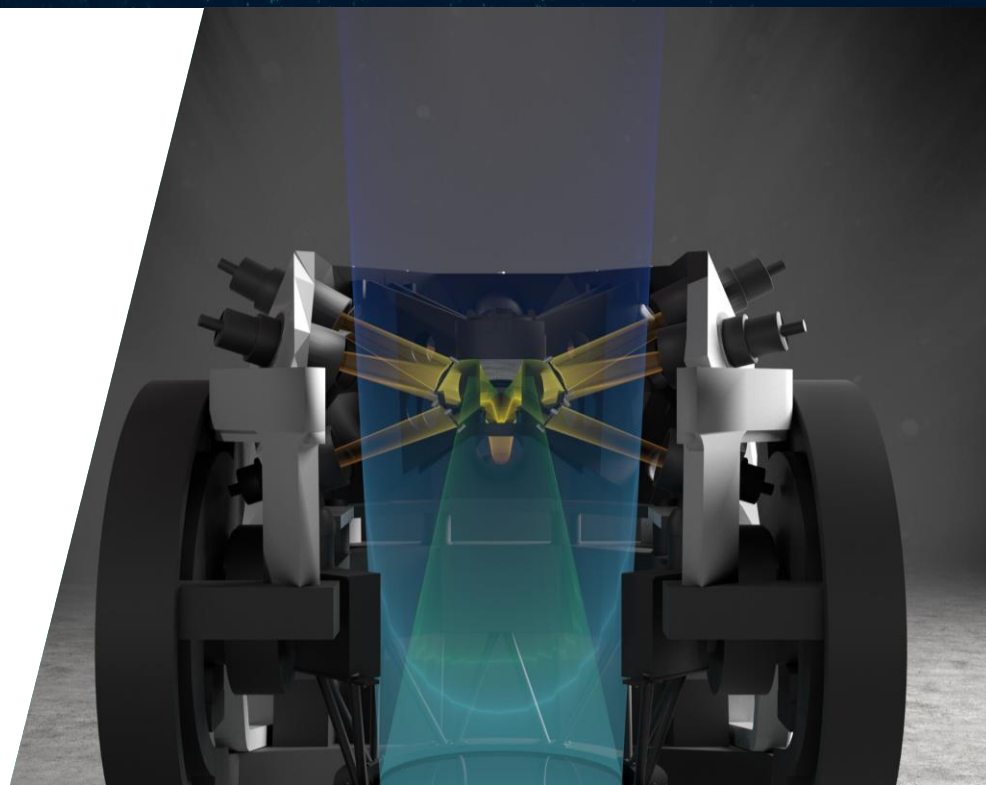
To be published in Q1/Q2 2021

Eligibility

This tender will be open to economic operators registered, both at Prime and Subcontractor level, in Poland

EMITS

EMITS will be discontinued on the 22nd March 2021 and replaced by esa-star Publication on the 23rd March 2021. Tenderers will be informed on EMITS and ESA websites and user manuals will be available.



Moderated questions and answers session with the panel

Ask your question in the chat

@ESA Space Solutions

@ESA Technology Broker Austria

*@ESA Business Applications UK Regional Ambassador South West
England & South Wales*