**Space Moves! – Business Idea Pitch Form**

**Section 1: Background information**

|  |  |
| --- | --- |
| **1.1 Idea name:** |  |
| **1.2 Proposing entity** | individual  team of individuals  company with 50 employees or less |
| **1.3 Individual/Company proposing contact details:** | Company:  Contact Person:  Email:  Telephone:  Address:  Country:  Website: |

**Section 2: What do you want to offer and what is the added-value?**

|  |
| --- |
| 1. **What is the final service that you want to offer?** |
| Approximately 150 words. Describe the service you want to provide and explain why a customer should buy your service. This statement should convince a potential customer that the service will add more value or better solve a problem than other similar offerings in the market. |
| 1. **Who will be the customers of the final service?** |
| Please provide a list   * A, * B, * C… |
| 1. **What are the customers’ pains (e.g. problems) and gains (e.g. benefits)?** |
| Maximum 300 words. |
| 1. **What is innovative in what you propose?  What is your unique selling point with respect to what is available in the market?** |
| Maximum 150 words. |
| 1. **Which space asset(s) do you intend to use and why?** *(data or services from Satellite Communications, Satellite Navigation, Earth Observation, Space Weather, Manned Space Flight, etc.)* |
| Please provide:   * a figure to represent the high level system architecture; * maximum 50 words to explain the figure; * maximum 100 words to explain why the space asset(s) are needed |

**Section 3: Roadmap**

|  |
| --- |
| 1. **Market Opportunity – How big is the market you are serving?** |
| Approximately 100 words. After your idea is successfully implemented, how many customers do you foresee in an early stage of your service and in 5 years’ time? Where are they located? |
| 1. **Revenue Model – How do you plan to generate revenues?** |
| Approximately 100 words. Explain what and how are you going to sell, e.g. fee-for-service model, license model, freemium model, etc., anticipate the pricing strategy, if available. |
| 1. **Marketing & Growth Strategy – How will you make sales?** |
| Maximum 50 words. Describe the actions you plan to undertake to start and increase the number of sales. This may include strategic partnerships. |
| 1. **What are the most important risks (technical / business / commercial) to your activity?**   *(Note: It is more important to be aware of potential risks (and plan mitigation actions) rather than ignoring risks and facing problems at a later stage. Think about any potential risks and list them.)* |
| Short list of risks and proposed mitigation strategy, if any. |

***PLEASE SEND THE COMPLETED QUESTIONNAIRE TO:***

[***business@esa.int***](mailto:business@esa.int)*with subject* ***“2017 Space Moves! Business Idea Competition”***