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| **The mandatory Outline Proposal Template can be downloaded in WORD format using the following link:** [Space for Resilient Utilities | ESA Business Applications](https://business.esa.int/funding/intended-tender/space-for-resilient-utilities) |

**OUTLINE PROPOSAL TEMPLATE**

**Space for Resilient Utilities**

REF. ESA-TIAA-PO-2021-2375 VER**.**1.0

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| This Outline Proposal template for the “Space for Resilient Utilities (4S).” call intends to collect the following information with respect to your proposition for a demonstration project:1. The Team: what is the level of expertise / know-how in your team.
2. The Idea: what you propose, to address which needs, for whom, and the technical solution.
3. The Business Case: the market potential, business model, sustainability potential, competitive environment…
4. The Activities: which specific activities you intend to perform within the scope of the proposed ESA activity, the pilot utilisation of your solution, the costing and pricing, the start and end points.

By providing this Outline Proposal, you allow ESA to quickly take informed decisions on next steps. Your Outline Proposal will be evaluated by (and as such available to) ESA, in consultation with the relevant National Delegations. You are also required to provide the Outline Proposal to the National Delegations[[1]](#footnote-1) of the countries of your consortium prior to submission to ESA.Please, keep your answers to a **maximum limit of 25 pages** (excluding this page), maintaining font size and structure. Please note the following important points before you decide to prepare your submission:1. The proposed activity shall focus on the design, development and demonstration of applications enabled by satellite telecommunications for Space for Resilient Utilities. Demonstration projects shall include as a minimum one pilot-demonstration with the active participation of users. Representatives from users’ communities that will participate in the pilot must be involved in the project.
2. In the case that a company participates in more than one proposal, applicants shall demonstrate that they are not duplicating commitment of their resources and should have the capacity to deliver in the event of multiple successful applications.
3. In case the Outline Proposal is positively evaluated, the applicant will be contacted by ESA about the outcome and will be informed on how to prepare the second step. The evaluation feedback will be provided to the applicant within 15 working days from the Outline Proposal submission to ESA.
4. The evaluation of the Full Proposal will be executed following the submission in the ESA system. The Full Proposal will require a “Letter(s) of Authorisation of Funding” (AOF) from the relevant National Delegation(s) of the entities involved in the proposed activity.
5. The selected activities can be funded up to 80% for SMEs, and up to 50% for non-SMEs, depending on the funding level authorised by the related National Delegation(s). Universities and Research Institutes with no commercial interest in the proposed product/ service can be funded up to 80 % by the Agency, depending on the funding level authorised by the related National Delegation(s); however, the funding of Universities or Research Institutes shall not exceed 30% of the total allowable cost. Moreover, they shall be involved as subcontractors, unless exceptionally provided otherwise in the express authorization of funding.
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**OUTLINE PROPOSAL TEMPLATE**

**Space for Resilient Utilities**

This document use elements (content controls) that may have issues of compatibility on a Mac computer

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| **Activity Title:** |  Activity Title  |
| **Company Name:** |  Company Name  |
| Please confirm that this Outline Proposal has been sent to the relevant National Delegation(s):  |

**Section 1: The Team**

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| --- | --- |
| **1.1 Company proposing:***(address, country, website, contact point name, telephone and e-mail)* |  Main Country  Company Address  Point of Contact  Company Phone  Company E-mail  |
| **1.2 Company background:** | Year of creation: Year of Creation (Numerical Format Only) Number of full time employees: Number of Employees (Numerical Format Only) Turnover in 2020 in kEURO: Turnover in 2020 (Numerical Format Only) SME status:  |
| **1.3 Are you familiar with ESA?** *(Yes/No)* |  |
| **1.4 Are you applying as a consortium?** *(Yes/No)***Who are the other entities?** *(name, country, website)* |  |
| … |
| **1.5 Company/Consortium experience:** | … |

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| Please confirm that the proposed work does not overlap with any currently running ESA, European Institution, National or International contracts awarded to any entity of the Proposal consortium (Prime and/or Sub-Contractor(s)):If there is an overlap, please specify: |

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| **1.6 Does your team (company / consortium) have experience in providing turn-key solutions to the relevant users?** *(Yes/No)* *Notes:* |  |
| … |
| **1.7 Have you already identified a relevant user community in the utilities sector to involve in the pilot stage?** *(Yes/No/Partial. If Yes, provide relevant information on the right)* |  |
| … |

**Section 2a: The Idea**

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| **2.1a What is the final downstream service(s) that you want to offer?**  |
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| **2.1b What utility sector are you addressing?** |
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| **2.2 Who are the customer and user segments of the solution (and why are they considered customers/users)?****Include a description of how they will use the solution operationally (from the user’s perspective).***Note that customers and users can (but might not) be distinct – customers pay for the solution, users use it.*  |
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| **2.3 What are the customer/user pains and gains, and how does your solution bridge the gap? Highlight its value proposition.***The pains should describe (and quantify) the problem that the user/customer is faced with, and the gains describe the potential benefit of using your solution (e.g. cost-savings, time-savings, environmental compliance…) and how it solves their problems. The value proposition is the value that the product or service offers to its customers wrt, the previously identified customer pains and needs.* |
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| **2.4 What are the main innovative elements?** *This could refer to technical innovation, business models… and how what you are proposing differentiates from other solutions existing on the market today.* |
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| **2.5 What is the role of satellite communications in your solution and added value? If your solution uses other space assets, please detail which and their added-value.** |
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| **2.6 Are you seeking for any support from ESA stakeholders?***Please specify what support are you seeking, and from which stakeholder.* |
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**Section 2b: The Technical Solution**

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| **2.6** **a) Provide a first iteration of the user requirements per related customer segment.****b) Illustrate (with a block diagram) an initial draft of the overall system architecture, with a sentence describing each constituent building block.** *The architecture should indicate the end-to-end downstream service system architecture, each system component, interfaces between, communications means and interaction with the deployment environment.*  |
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**Section 3: The Business Case**

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| * 1. **What is the size of the primary market that you are addressing? What market share do you expect to achieve and over what timescale?**

*You should provide approximate figures for the size of the overall market for your solution (available market for the chosen customer segment/s), then distil down to the figure that can realistically be addressed by your solution (serviceable obtainable market), and include the rationale for the figures provided.*  |
|  |
| * 1. **Who are the key competitors to your solution? What is your competitive advantage?**

*E.g.an existing or potential supplier of the same type of product / service, an established supplier of similar product / service, a new entrant to the market, an entity known or suspected to have plans to develop the same type of product / service, a market incumbent)* |
|  |
| * 1. **Illustrate (with a diagram) and describe the value chain, clearly indicating the interactions between all stakeholders involved in the service provision (service provider, component manufacturers, system integrators, connectivity providers, customers, regulators… as appropriate).**

*It should be clear from the diagram which entities interact with whom and what they do/provide to each other.* |
|  |
| * 1. **Who are the key actors/partners involved in the activity? What is the status (e.g. existing, in progress, to be established) of the relationship with them? Include the users/customers that will support the activity (and the pilot for demonstration projects)**

*Please include in your answer actor/partner name, background/experience, role in the activity and/or commercial exploitation e.g. pilot user, customer, supplier, integrator and what type of agreement e.g. NDA, partnership, contract.* |
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| **Stakeholder Name** | **Background / Experience** | ***Involvement* (Activity / Commercially / Both)** | **Role** | **Type of Agreement** | **Status of Agreement** |
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| * 1. **Describe the prospective business model and the rationale for the decision…**

*Software-as-a-Service, Platform-as-a-Service, Leasing, Advertising, Freemium, Project-based… and the underlying rationale…* |
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| * 1. **How does the proposed service fit within your current business activities and your mid/long-term strategy?**
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| * 1. **Have you already identified potential customers? And the pilot users?**

*Provide their names and the status of the interaction had with them.* |
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| **3.8 Describe the operational maturity of the solution expected to be reached at the end of the activity, and your plan for market-entry and scaling, with expected timeline. Describe the key activities which need to be performed to deliver the value proposition.***Include an associated approximate timeline.*  |
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| **3.9 Describe the socio-economic benefits that the service will deliver and the associated timescale.** *Describe the expected benefits for you and your consortium partners if applicable, e.g. jobs created, revenues generated.* *Describe the expected societal benefits (e.g. risks mitigation, etc)*  |
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**Section 4a: The Activities**

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| **4.1 a) What is the starting point before you start the activity you propose?** *(e.g., idea, prototype, existing product, existing service, results from other activities, discussions with potential users).* **b) What are the expected goals / outputs at the end of the activity and how will they contribute to the final product / service?** *With regards to the technical development, describe which components exist or are to be developed (and associated start and end Technology Readiness Levels, as applicable)* |
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| * 1. **What are the key activities you propose to execute in terms of technical development (design, development, integration, verification…). Please also explain the development approach.**
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| * 1. **Provide a description of the objectives of the pilot/demonstration activities, the anticipated format and duration of the pilot/demonstration, the users/customers to be involved, the pilot/demonstration system to be deployed, the space assets to be used, and preliminary considerations for evaluating the system and service (success criteria, KPIs).**

*Note that the pilot/demonstration must involve at least one representative user and should be designed to allow validation of the “gains” / value propositions described in section 2.3* |
|  |
| **4.4 What is the planning of the intended activity? Please provide a high-level description of the key activities (e.g. first level Work Packages) to be performed including the time planning information** | Total Duration in Months: Duration Planned Start of the Activity: Start Date  |
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| **WP Identifier**(e.g. WP1000, WP2000, …) | **WP Title** (e.g. Management, Requirements Definition,Development, Verification, Pilot System Deployment, Pilot/Demonstration, business development)  | **Key activities** | **Responsible Entity**  | **Schedule** |
| ……… | ……… | ……… | Prime/Sub A…. | KO-KO+xx m |
| ……… | ……… | ……… | Prime/Sub A…. | KO-KO+yy m |
| ……… | ……… | ……… | Prime/Sub A…. | KO-KO+zz m |

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| **4.5 What are the most important risks (technical / commercial adoption / sustainability) to the activity and following commercialisation? What are your mitigation plans?** |
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**Section 4b: The Activity Costs**

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| **4.5 What is the distribution of the total activity costs and ESA co-funding per consortium partner (Prime and Sub-Contractor(s)) and per country? Please provide your answer by completing the table below.** |
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| --- | --- | --- | --- | --- | --- | --- |
| **Entity Name** | **Entity Type (SME, University, Large Integrator…)** | **Country of Origin** | **Entity Total Cost (kEuro)** | **Entity ESA Price****(kEuro)** | **ESA Funding as % of Cost** | **Source of Co-Financing** |
| Main Activity  |
| Company X |  |  |  |  |  |  |
| Company Y |  |  |  |  |  |  |
| … |  |  |  |  |  |  |
| **Total (Main Activity) Cost** |  |  |  |  |  |  |

*Note: refer to the letter of invitation for eligible co-funding % per entity type, and per program.**Typically, up to 80% for SMEs, and up to 50% for non SMEs of the Cost can be funded by ESA, depending on approval of National Delegations.**Please provide a break-down of the main cost elements (e.g. HW and SW procurement, data procurement, development costs, third party contributions), and describe if any funds are expected to be* ***spent outside of the member states of the consortium members****\*\* Please note that expenditure outside the member state of the Tendered may be subject to approval by the relevant National Delegation. If the expenditure is outside ESA member states for an amount equal or above 100 kEUR, specific authorisation(s) from additional committee(s) may be required*.

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| Destination of Expenditure(Country) | ESA Member State (Y/N) | Total Expenditure (k€) | Nature of Expenditure, Potential Supplier(s) and Justification |
| *ESA Member State/s* |
|  |  |  |  |
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| *Non-ESA Member State/s* |
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When completed, the Outline Proposal **Word** file has to be saved with name: "AO1-10988– Space for Resilient Utilities - [Your Activity Name].docx" in **Word document format** (**not** as PDF). It should then be submitted by email (as attachment) to ARTES-4S@esa.int with the email title “AO 10988-– Space for Resilient Utilities - [Project Title]” and in copy please: Nicole.Rinaudo@esa.int.

1. Contact details of the National Delegations can be found under:

https://artes.esa.int/national-delegations [↑](#footnote-ref-1)