ABOVE SECURITY MARKING (ESA Unclassified – For ESA Official Use Only) APPLIES WHEN THE TEMPLATE IS FILLED IN

**Activity Pitch Questionnaire (APQ)**

**ESA-TIAA-PO-2017-1054 - V.2.7**

The Activity Pitch Questionnaire (APQ) allows you to present your business idea in a reduced, standardised pitch. It helps ESA to quickly take informed decisions on next steps, pointing you to the most appropriate activity stream in case the APQ is considered acceptable (e.g., additional preparatory work, training, teaming up with some other partners, go ahead targeting a Feasibility Study or a Demonstration Project).

Gated and incremental approach: The submission process is based on the following three stages: the Activity Pitch Questionnaire (this form), the Outline Proposal, and the Full Proposal. In case the APQ is accepted by ESA, the answers to the questions of this APQ will be directly integrated in the Outline Proposal and extended as needed. In a similar way, every element of the Outline Proposal will be directly integrated in the Full Proposal.



Prepare your pitch:

* Make sure you use the **LATEST VERSION** of the [APQ template](https://business.esa.int/sites/business/files/APQ%20ProjectName.docx).
* Please keep your answers to a **maximum limit of 9 pages** (including this introduction), maintaining font size and structure. APQs exceeding 9 (nine) pages will not be admitted for assessment by ESA.
* Explanations of terminology used here can be found in the document ‘[Terminology used in ESA Business Applications](https://business.esa.int/sites/business/files/TERMINOLOGY%20used%20in%20ESA%20Business%20Applications.docx)’.
* Some explanations on how to prepare the APQ are available in the presentation ‘[ESA Business Applications - Guidelines for APQ Preparation](https://business.esa.int/sites/business/files/ESA%20Business%20Applications%20-%20Guidelines%20for%20APQ%20Preparation.pdf)’.

Submit your pitch:

* Please note that for a given idea, ONLY ONE APQ submission is possible (no subsequent submission of revised APQ Form(s) is allowed!).
* The APQ has a validity of ONE YEAR: in case of no draft of Outline Proposal is submitted within one year from the date of the APQ submission, the APQ will be considered by ESA as withdrawn.
* Your APQ shall be submitted using the **online web form submitter** accessible at <https://business.esa.int/apq-submit>. Please note that only PDF, DOC and DOCX formats are accepted.

Upon submission of your Activity Pitch Questionnaire:

* ESA may provide this Activity Pitch Questionnaire to and discuss it with the National Delegations[[1]](#footnote-2) of the countries of your consortium.
* ESA will assess your pitch.
* ESA will provide written feedback typically within 10 working days from the date of the APQ submission.

**Section AP.1: Background information**

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| **Open Call:** | Select which Open Call this APQ is for |
| **Thematic Call:** | Space for Tourism  https://business.esa.int/funding/space-for-tourism |
| **AP.1.1 Idea name:** *A short, catchy name of your idea (e.g. Earth Observation Satellite data for Potato crops Monitoring – EOSPoMo)* |  |
| **AP.1.2 Basic company information:**  *(Name, address, country, website, contact point name, telephone, and e-mail)* |  |
| **AP.1.3 Company background:**  *(Very short description of the company, year of creation, size, turnover, number of employees).*  *Indicate whether the company is coming from an ESA BIC. If still incubated, present the conclusion date of the contract* |  |
| **AP.1.4 Have you had any previous activities within Business Applications?**  *(Yes/No. If Yes, indicate name of any previous activities)* |  |
| **AP.1.5 Are you applying as a consortium?** *(Yes/No)*  **Who are the other entities?**  *(name, country, website)* |  |
| **AP.1.6 Does your team (company / consortium) have the right skills and experience to deliver what you are proposing?** *(Yes/No/Partial + justification/explanation)* |  |
| **AP.1.7 Have you (or your partners) contacted the** [**ESA Business Applications Ambassadors**](https://business.esa.int/ambassador-platforms) **(where available)? In addition, have you (or your partners) contacted your** [**National Delegation**](https://business.esa.int/national-delegations-0)**?** *(Yes/No/Partial + comments. If yes, please, present the name of the Ambassador and if available the status of discussion with the National Delegation)* |  |
| **AP.1.8 How did you become aware of the ESA Business Applications Programme?** *(e. g. via ESA Web site, specific event, Ambassador Platform, National Delegation, brochure, Twitter, Facebook, from previous activities)* |  |

**Section AP.2 (WHAT): What do you want to offer to your customers and what is the added value?**

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| 1. **What is the final product / service that you want to offer?** *(Note: the final service shall address either thematic area(s) proposed by ESA in Section 4 and the Annexes of the Thematic Call document or other(s) proposed by the Applicant)* |
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| 1. **Who will be the customers/users of the final product / service?**   *(Note: users and customers can be different: users will use the final product/service, but they do not necessarily pay for it;  customers will pay for the service, but they do not necessarily use it)*  *(Note: the Applicant shall engage with relevant representatives of companies or institutions operating in the sport/Olympic sector, and involve them in the activity. The Applicant shall either address the use cases included in the Annexes or address other use cases and requirements provided by other customers / users directly involved by the Applicant, related to the management of Olympic Games, before, during and after the event. Additional users/potential customers in the sport event management, not linked to the Olympics, can be proposed when targeted at reinforcing the business case in European or export markets.)* |
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| 1. **What are the customers’/users’ pains (e.g. problems) and gains (e.g. benefits)? Can you quantify them?**   *(Note: whenever users and customers are different, pains and gains can be different as well)* |
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| 1. **What is innovative in what you propose? What is your unique selling point with respect to what is available in the market?**   *(E.g. your differentiation from existing solutions to the customers’/users’ pains)* |
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| 1. **What benefits do the space technology / space asset bring to the proposed product/ service?**   *(Examples of space assets: Satcom services, Sat Earth Observation data/derived products, Sat Navigation data/services, Manned Space Flight - technology/service. Please add main characteristics and potential providers.)* |
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**Section AP.3 (WHY): Who are the target beneficiaries addressed by your offer, and what is the expected impact?**

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| 1. **Describe your primary market and its size top-down and bottom-up. How much of this existing market are you planning to get by year 3 upon market entry?**   *(E.g. target segments addressed, key quantitative figures)* |
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| 1. **Have you already identified potential individual customers?**   *(Yes/No + comments; if Yes, indicate who they are and what is your engagement with them. Indicate their willingness to participate in the activity as reference customer, and whether they expressed potential interest in paying for the service. Note that no formal letters are required at this stage)* |
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| 1. **How does the proposed product / service fit within your current business activities and your mid-/long-term strategy?** |
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| 1. **Have you already considered how much you would charge for your product / service?**   *(Yes/No/Partial + comments. If Yes, provide the planned selling price for the product/service e.g. EUR/month or per unit and how many customers you plan to have one year after the end of the ESA project. Indicate whether the selling price has been already checked with customers)* |
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| 1. **When do you plan to enter the market with the proposed product / service?  Which steps will remain to be taken after the conclusion of the activity with ESA to enter the commercial exploitation?** |
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| 1. **What economic, social and environmental impact is the product / service expected to deliver and over what timescale?**   *(Describe the expected impact for you and your consortium partners if applicable, e.g. jobs created, revenues generated, organisational change, and potential Environmental, Social and Governance impacts)* |
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**Section AP.4 (HOW): How do you intend to implementWho are the target beneficiaries addressed by your offer, and what is the expected impact?**

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| 1. **What is the starting point before you start the activity you propose?**   *(Very short description of what you have, e.g. prototype, existing product, existing service, results from other activities, discussions with potential users)* |
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| 1. **What are the key activities you propose to execute?**   *(Clearly state whether you propose a* [*Feasibility Study or a Demonstration Project*](https://business.esa.int/direct-negotiation)*. Key activities may include e.g. market analysis, business case elaboration, proof of technical feasibility, proof of concept, design, development, integration, testing, validation with customers through a pilot service stage)* |
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| 1. **What are the expected goals / outputs at the end of the activity? And how will they contribute to the final product / service?**   *The goals need to be SMART (Specific, Measurable, Achievable, Relevant, and Time-Bound* |
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| 1. **What is the overall planning and costing of the intended activity?** |
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| 1. **Which co-funding are you seeking from ESA?**   *(E.g. kEUR, percentage of the cost of the activity. Present the availability and source of co-funding)* |
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| 1. **What other help/support are you expecting from ESA?**   *(E.g. networking opportunities, ability to use ESA branding. Note that ESA cannot provide expertise for the preparation of the proposal documents)* |
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| 1. **What are the most important risks (technical / business / commercial) to your activity? What are your mitigation actions?** |
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PLEASE UPLOAD THIS QUESTIONNAIRE USING THE ONLINE WEB SUBMITTER: <https://business.esa.int/apq-submit>

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

   <https://business.esa.int/national-delegations>  
   For **Italian** entities, it is NOT required to contact the National Delegation (ASI), because ESA has been delegated by ASI to interface with the Tenderer in the whole stage of the bidding process.

   For **Greek** entities, please note that Greece does not support non-competitive bids, therefore Greek proposals are not admissible under in this call. [↑](#footnote-ref-2)