

→ ATLANTIC AREA

→ KICK-START ACTIVITY

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[business.esa.int](http://business.esa.int)

@ESAbusinessapps

European Space Agency

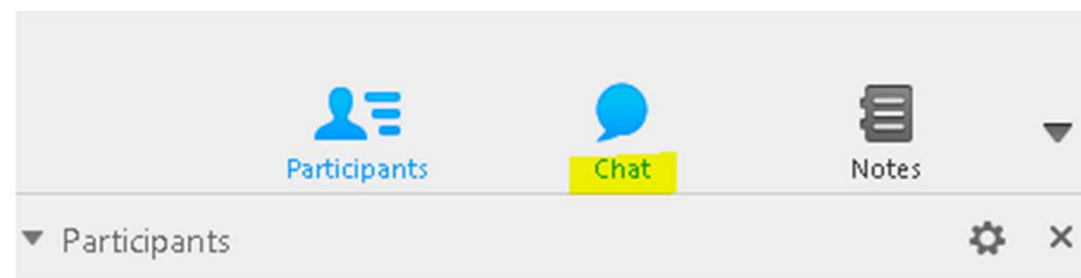
→ AGENDA

1. Introduction
2. About ESA Business Applications
3. Atlantic Area
4. How to apply
5. Q&A



## → GUIDELINES

1. Due to the number of attendees, [please keep your microphones muted at all times](#)
2. You can use the chat function anytime to [submit your questions](#). They will be addressed during the Q&A at the end of the Webinar



# → FUEL FOR YOUR BUSINESS

Could you be leveraging Space technology and data for the benefit of life on Earth?

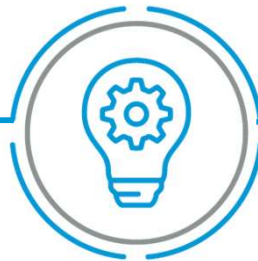


**→ OUR OFFER TO YOU**

We'll work together to make your idea commercially viable, with:



Zero-Equity  
Funding  
(€60k-€2M+)



Tailored Project  
Management  
Support



Access to  
Our Network  
& Partners



Use of the  
ESA Brand for  
Credibility



## → KEY ELEMENTS

**Scope:** Identify and analyse technically and economically sustainable space-based services for **the Atlantic economic development and preservation of its marine environment.**

**Budget:** up to 60K Euro (75% funded by ESA)

**Application dates:** 6th June – 18th July

**Project duration:** 6 months

**Eligibility:** Austria, Belgium, Czech Republic, Denmark, Finland, France, Germany, Greece, Ireland, Italy, Luxembourg, the Netherlands, Norway, Poland, Portugal, Romania, Sweden, Switzerland and the United Kingdom

**Proposal evaluation criteria:**

- Business potential and approach towards customer engagement;
- Technical concept including its feasibility, degree of innovation with respect to the current state of the art, utilization of space asset(s), soundness of the methodology proposed.
- Background and experience (general and related to the particular field concerned) of the company(ies) and staff;
- Adequacy of management, costing and planning for the execution of the work.

ESA can place more than one (parallel) contract in case that proposals of **good quality** are submitted.

**What happens after?** The project can be further with follow-up support from ESA BA. For more information visit <https://business.esa.int/funding/intended-tender/atlantic-area-kick-start>

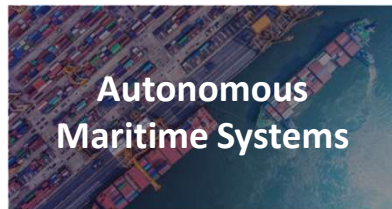
**→ WORK WITH US**

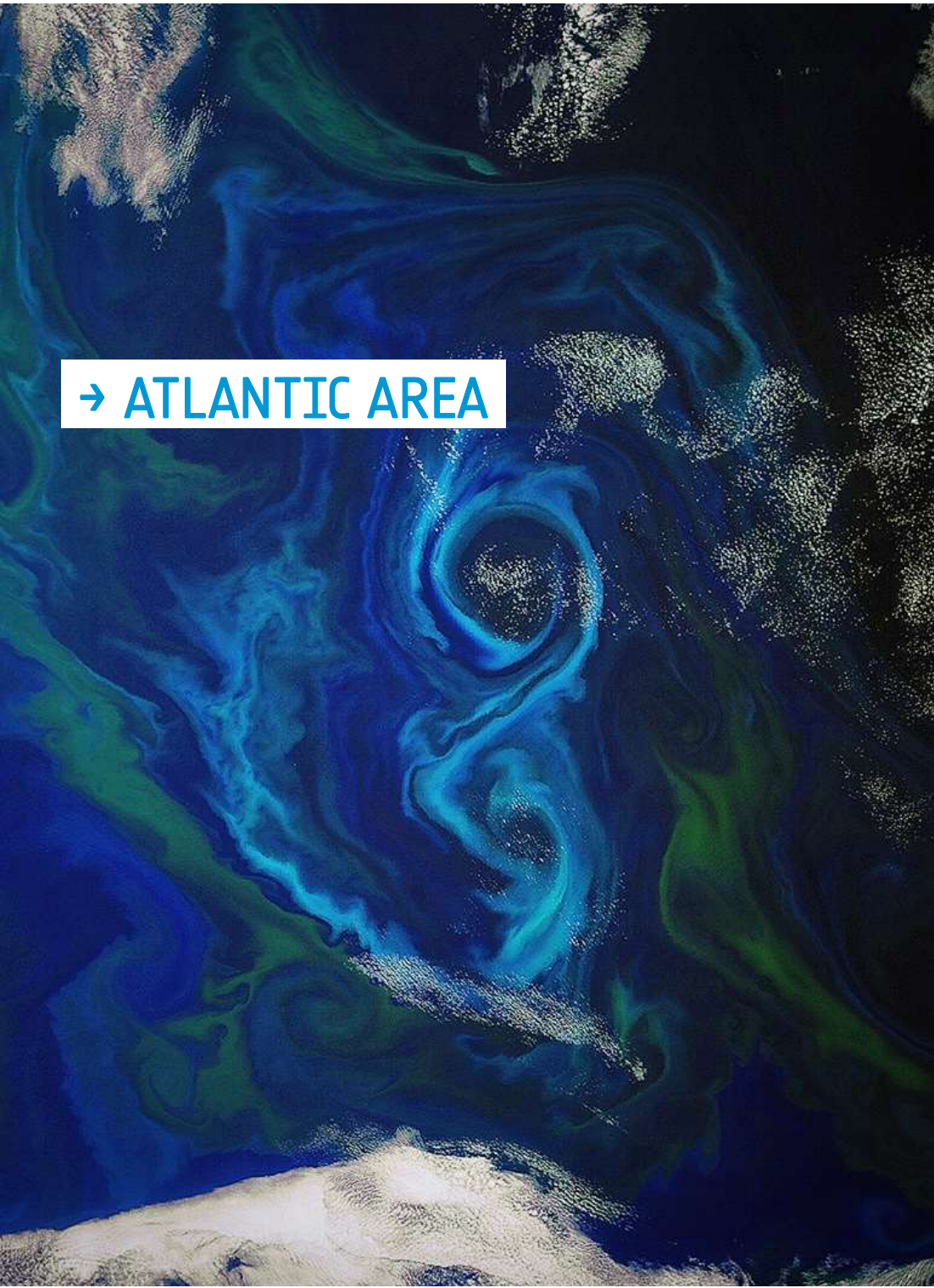
[business.esa.int/funding](https://business.esa.int/funding)

**Open Competition: ~€250K (100% funded)**

**Kick-start: ~€60K (75% funded)**

**Call for Proposals: up to 3M+ (50% funded)**





→ ATLANTIC AREA

esa business applications



## → PROPOSAL TEMPLATE

- 1) Executive Summary (max 1 page)
- 2) Business Potential (max 5 pages)
- 3) Technical Concept (max 5 pages)
- 4) Team and Resources (max 3 pages)
- 5) Management (max 4 pages)
- 6) Financials (max 2 pages)



→ THE POWER OF SPACE



**Satellite  
Navigation**

- Global Positioning
- Navigation
- Timing



**Satellite  
Communication**

- Communication on the move
- Deployable connectivity
- Unprecedented speeds



**Earth  
Observation**

- Digital Mapping
- Global coverage
- Hi-res imagery
- Weather forecasting



**Spaceflight  
Technologies**

- Technologies developed for weightless environment which can be used also on Earth

## → ATLANTIC AREA

Services promoting Atlantic economic development including e-navigation and integrated multi-use platforms are pertinent to this thematic call.

The emphasis is on the application of space data for the development of the emerging ocean industries and their contribution to growth and employment while managing the ocean in a responsible and sustainable way.



Source: AZOmining



Source: Guardiacoastiera.it

## → BACKGROUND

- The Atlantic Ocean and its **resources** are recognized as being essential for addressing the multiple challenges that will be faced in the decades to come being key source of food, energy, minerals, jobs and transport.
- Challenge is promoting **sustainable development of Atlantic economic sectors** with high growth potential as the marine aquaculture, the ocean renewable energy exploiting the potential of tides and waves, the seabed mining, the hydrocarbon exploration and production and the bio-economy.
- The focus is on enhancing **safety of navigation** through e-navigation integrating new and existing navigational tools for the monitoring of maritime activities through better organization and exchange of data and communication between ships and shore.
- Emerging Atlantic industries are in particular characterised by the key role played in their operations by **cutting-edge science and technologies**, moving increasingly to high level of automation and benefiting from satellite technology, tracking and imaging.



## → TOPICS OF RELEVANCE

- Analysis and development of applications supporting the **Atlantic economic development** as Seabed mining, concerned with the retrieval of minerals occupying the ocean floor, renewable Ocean energy from waves and tides and Marine aquaculture .
- Demonstrate the value of satellite data in the development of **e-navigation** integrating new and existing navigational tools for enhancing the safety of ships at the sea through better organization and exchange of data between ships and shore.
- Investigate the use of **Integrated Atlantic multi-use platforms** as joint location of offshore industries capturing the synergies offered by the use of different ocean-based technologies, renewable energy (wind, wave, etc.), marine aquaculture, maritime transport and logistics, marine research, biotechnology deployed on the same sit.
- **AI techniques** can contribute in important ways to a more effective enforcement and conservation of Atlantic ecosystem by making possible to extract valuable information from the huge data volumes and allowing to monitor, model, and manage the environmental systems.

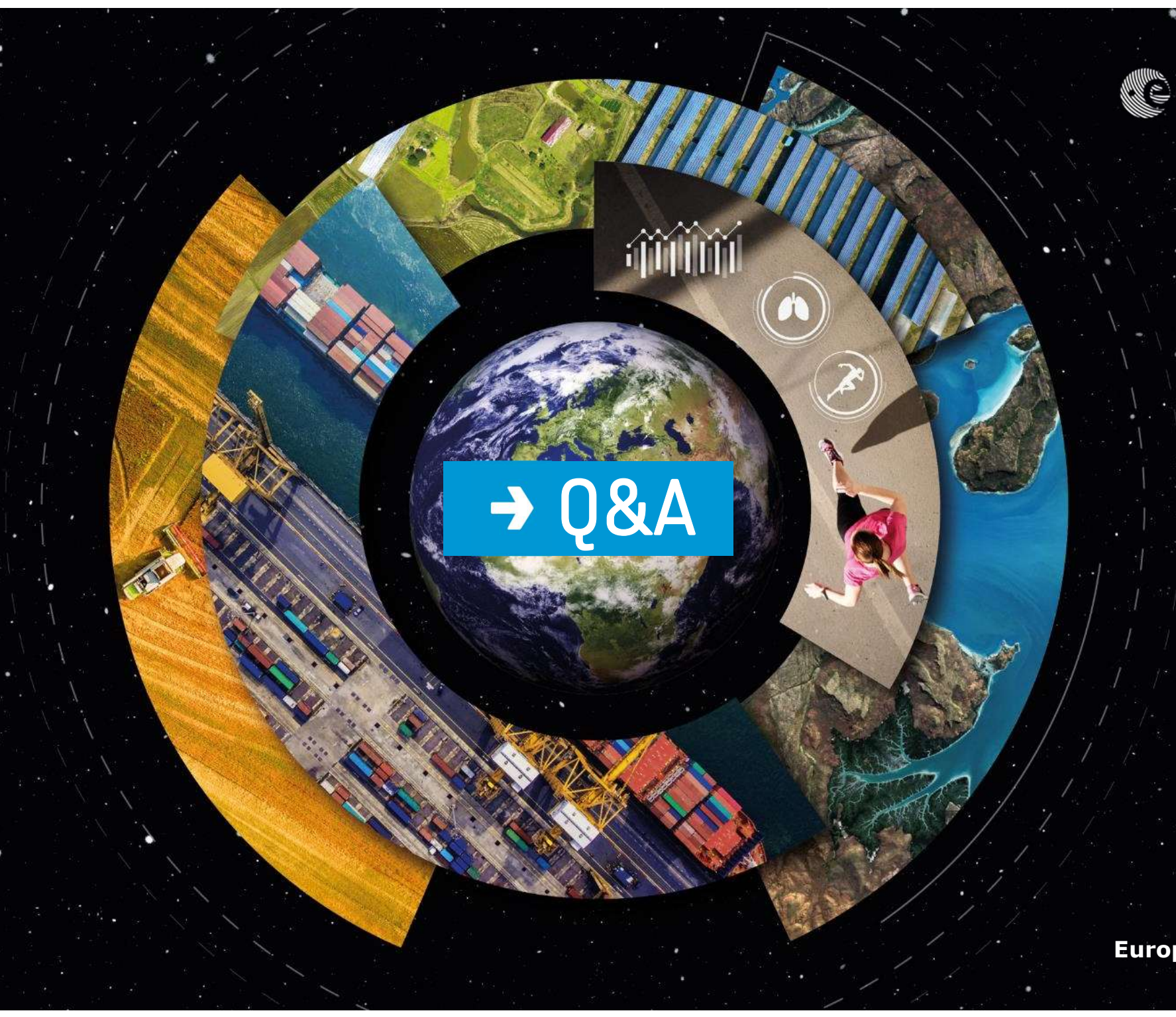


## → HOW TO APPLY

1. Register by completing online questionnaire on [ESA-STAR Registration](#) (minimum 'light registration')
2. Download the official tender documentation (Invitation to Tender) and create 'Bidder Restricted Area' via [EMITS 'AO 8872'](#) from 6th June 2018
3. Write your proposal and obtain Letter of Support from [National Delegation](#), if needed (see below)
4. Submit your proposal via [ESA-STAR Tendering](#) by 18th July 2018 13:00 CET

Only **Ireland, Germany, Norway** and **UK** have pre-authorized the funding. Companies residing in other ESA BA members states have to request a letter of support.





→ Q&A



→ THANK YOU FOR LISTENING

[BUSINESS.ESA.INT/FUNDING/INTENDED-TENDER/ATLANTIC-AREA-KICK-START](https://business.esa.int/funding/intended-tender/atlantic-area-kick-start)

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March 1<sup>st</sup> 2018