

ESA Business Applications Guidelines for APQ Preparation

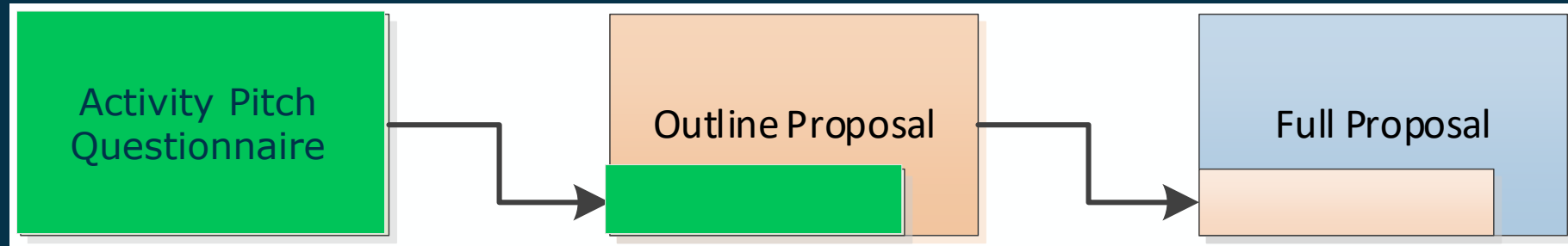
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Ref. ESA-TIAA-HO-2021-2332

→ ACTIVITY PITCH QUESTIONNAIRE (APQ)

Stepwise building up the case in an interactive process with the applicant:



- Team introduction
- What
- Why
- How

Objective: allowing ESA to quickly take informed decision. In case the APQ is approved, start interactions with submitter to discuss next steps

- Business Plan
- Team
- High level architecture
- Implementation approach
- Cost & Price

Objective: allowing ESA to have the basis for a formal judgement to move forward

- Programmatic & Admin information (CVs, WBS, WPDs, planning, cost forms, ...)

Objective: allowing ESA to undertake the formal evaluation, which, if successful, will lead to the contract signature

→ ACTIVITY PITCH QUESTIONNAIRE (APQ) - PROCESS



Company



Company ↔ National Delegate



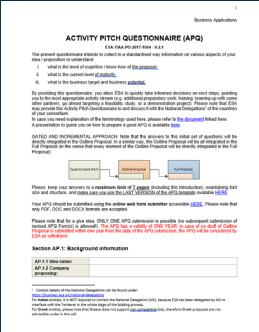
Company ↔ ESA Business Appl.



Company ↔ ESA Technical Officer



Company ↔ ESA Ambassador



APQ



APQ Evaluation Panel

- Possible Outcomes:
- Routed to DP
 - Routed to FS
 - Discuss/Clarify
 - Not Acceptable



Interaction
ESA ↔ Company

→ KEY POINTS IN AN IDEAL APQ

- ✓ Clarity and conciseness (you don't need long text to be convincing)
- ✓ Have a clear user/customer driven approach, with relevant representatives involved in the activity (possibly as alpha-customers)
- ✓ Clearly explain the competitive advantage / Unique Selling Proposition
- ✓ Clear justification of why Space is adding something
- ✓ Explain how what you propose is instrumental to reach commercial success
- ✓ Good matching between proposed activities and competence/potentials of the team
- ✓ An open and clear description of the co-funding sources (and possible challenges)

Information material available on request:

- Guide "Satellite Communication"
- Guide "Satellite Navigation"
- Guide "Earth Observation"

- Website: business.esa.int
- General email address: business@esa.int
- Project web pages of studies and projects on business.esa.int/projects
- BASS Open Calls for Proposals (AO-10494 and AO-10228) online on ESA-STAR: doing-business.sso.esa.int
- Various proposal templates on business.esa.int/documents incl. "Activity Pitch Questionnaire", "Outline Proposal", "Full Proposal" and study/project related "Management Requirements"