

ESA's Integrated Applications Promotion (IAP) Programme

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Luxembourg Earth Observation and
Integrated Applications Day, 19 April
2018

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European Space
Agency



esa



**business
applications**

→ PURPOSE OF THE EUROPEAN SPACE AGENCY

"To provide and promote, for exclusively peaceful purposes, cooperation among European states in **space research** and **technology** and their **space applications**."



→ ESA PROGRAMMES

ESA is one of the few space agencies in the world to combine responsibility in nearly all areas of space activity.

* Space science is a **Mandatory** programme, all Member States contribute to it according to GNP.

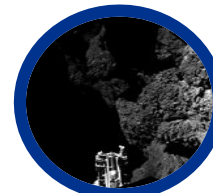
All other programmes are **Optional**, funded 'à la carte' by Participating States.



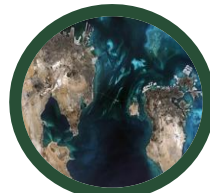
space science



human spaceflight



exploration



earth observation



launchers



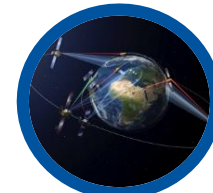
navigation



operations



technology



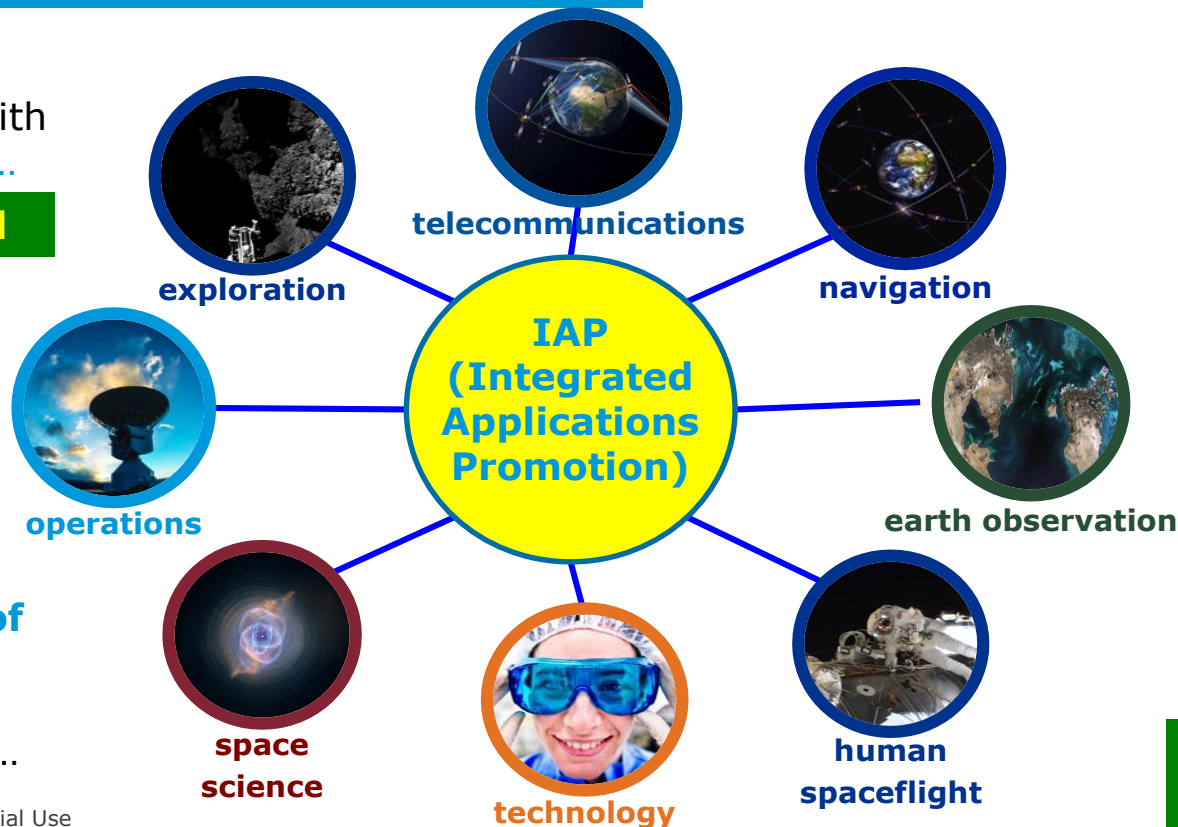
**Telecommunications
& Integrated
Applications**

→ IAP MISSION “SPACE FOR DAILY LIFE”

In close partnership with
end users ...

market pull

... through
integration of space with non-space technologies ...



... foster the utilisation of
existing space capabilities ...

operational, reliable

... to develop
sustainable applications and services.

business development

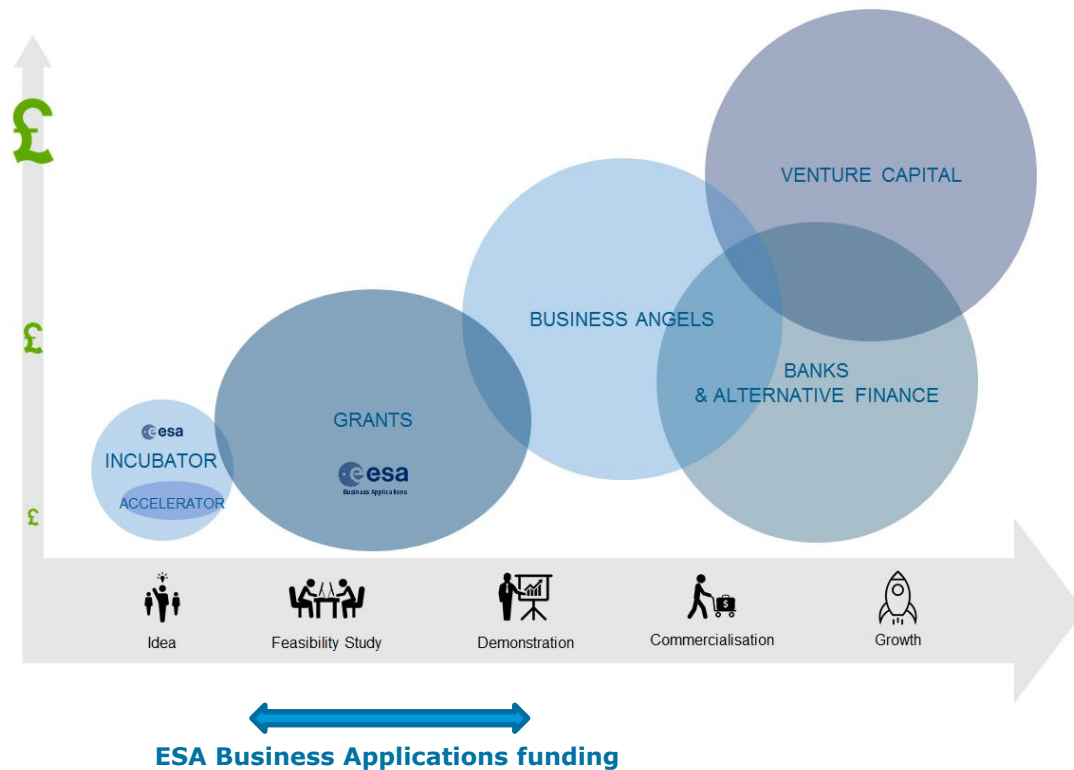
→ A STEADY STREAM OF OPPORTUNITIES



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Project web pages:
<https://business.esa.int/projects>

→ OUR POSITION



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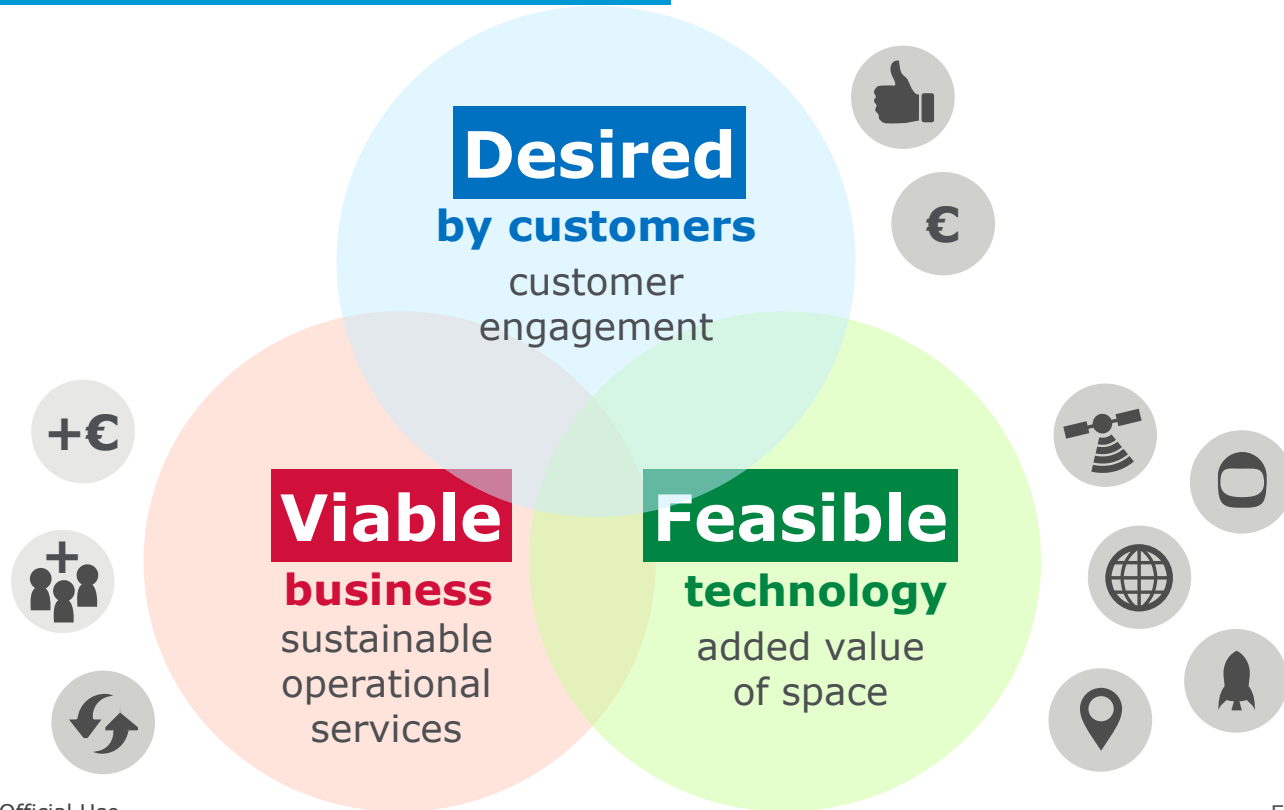
Network & Partnership Building



ESA's One-Stop-Shop for Downstream Applications

ESA | 19/04/2018 | Slide 8

→ LOOKING FOR PROMISING SERVICES



→ LOOKING FOR SOLID SERVICE VALUE CHAIN

Customer/User

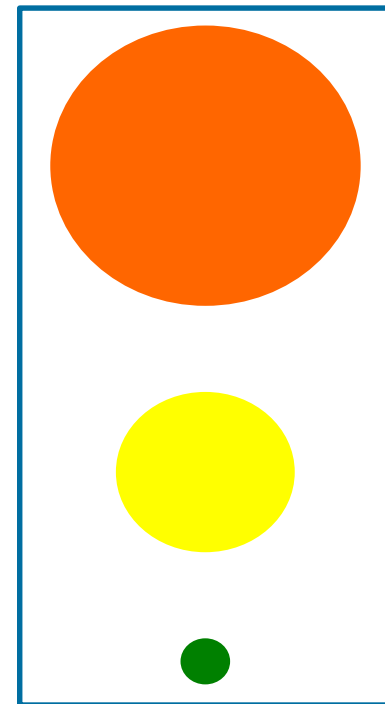
- representing broader markets (champion), enabling market access, open for new solutions, first reference case, willing

Service provider

- familiar with market (already in market), operational services (24/7), solution agnostic

Industrial team

- strong leadership, good management, right mix of know-how, completeness of the team



Power of Influence

→ LOOKING FOR BALANCED TEAM EXPERTISE

Business expertise

- Business Development, Service Provisioning, Business Model Creation, etc.

Domain expertise

- Customers access and engagement, market landscape and trends, technological and development expertise, etc.

Technical expertise

- Satcom, Navigation, Earth Observation & GIS, sensor technology, data fusion & modeling, etc.

→ IMPLEMENTATION

**User
Demand**

**Feasibility
Study**

Demo

**Operational
Service**

Users with demand but
no contact to industry

Contact with ESA:

- business.esa.int
- Conferences
- IAP Ambassadors
- Call for user ideas

Funding by ESA:

- 100% - ESA initiated tenders in close collaboration with users
- 50% - initiated by industry / partner, involving users, continuous open call
- 75% - Kick-Start Activities

Funding by ESA:

- 50% - initiated by ESA or industry, dedicated tender or continuous open call (AO 6124)

Support:

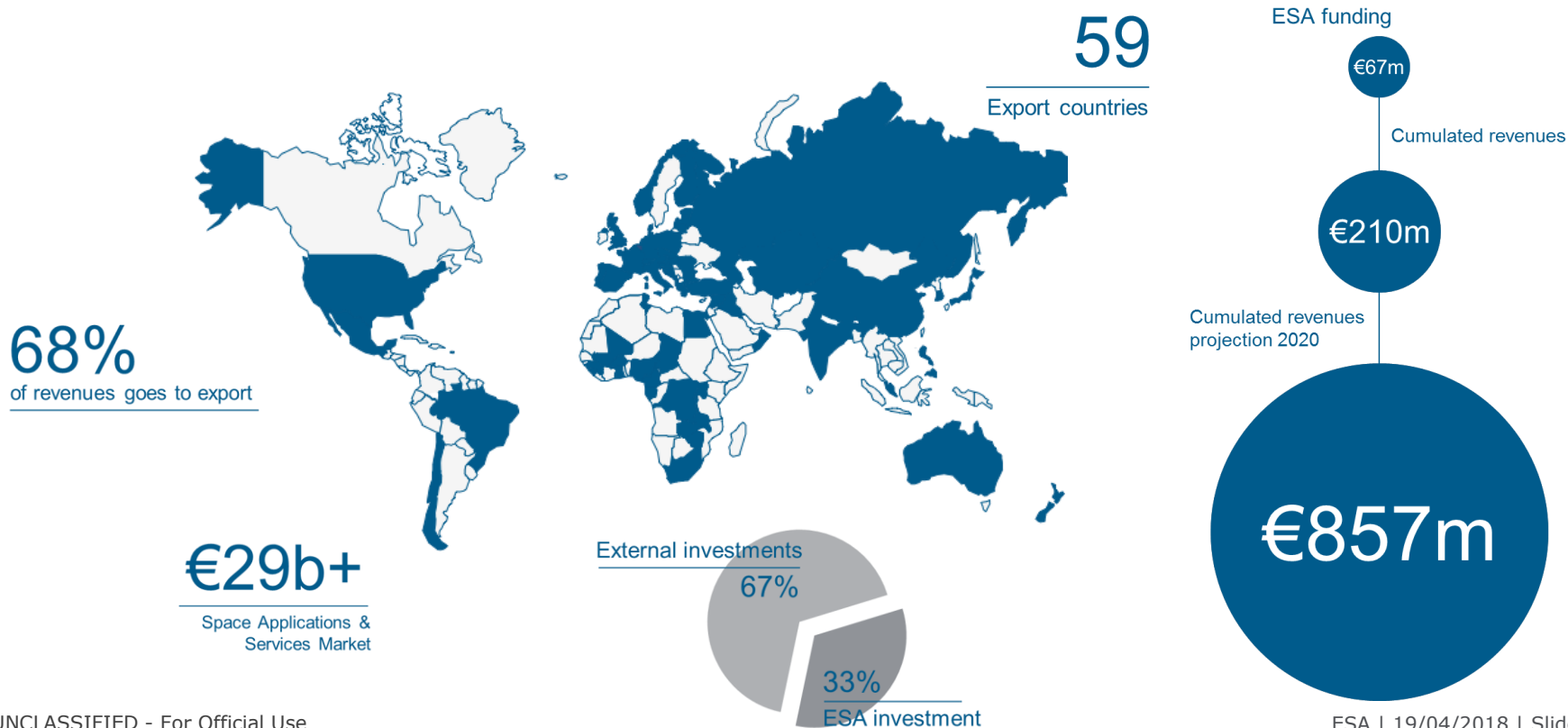
- PR News Item, Awareness
- Access to investors

→ SOCIO-ECONOMIC IMPACT ASSESSMENT

Project impact assessed against 10 Societal and Economic Indicators

#	Description	Measure
1	Revenue	Euro
2	Exports	% of revenue going to export
3	Jobs	no. of employees created or sustained linked to the project
4	Investment leverage	Euro, includes total 3 rd party investment in terms of equity, debt, grant, public funds or M&A following on from the ARTES project, as compared to the ESA co-funding
5	R&D spend uplift	Increase in the ratio of R&D expenditure/revenue
6	Extent of the value chain	Number of business relationships. This includes consortium partners, suppliers, distributors etc.
7	Addressable market size	Potential financial value without possibility to compare or aggregated
8	Value creation	May be linked to a financial measure without possibility to aggregate figures
9	Societal benefits	E.g. improvement in emergency distress, better education in rural schools, saved lives due to telemedicine
10	Innovation impacts	E.g. market disruption and patents

→ MEMBER STATES' MOTIVATION: RETURN ON INVESTMENT (ROI)



→ FUEL FOR YOUR BUSINESS

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



→ GET IN TOUCH



Check our funding opportunities & register to keep updated:

business.esa.int/funding



To get in touch with your regional ambassador for more support:

business.esa.int/ambassador-platform

→ THANK
YOU

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