

ESA Prepare for Space, Denmark

Invitation to Apply

Thank you for your interest in 'ESA Prepare for Space', a support initiative provided by ESA Technology Broker Denmark (ESA TB DK), part of DTU Space.

The purpose and objective of ESA Prepare for Space is to support companies in Denmark in finding commercial opportunities in the space industry or commercial uses of space technology and space-based applications by offering dedicated guidance and training to develop business cases, understand the supply chain, source funding, etc. It is also intended to facilitate the onboarding process into ESA Programmes for Economic Operators by offering dedicated training to Economic Operators to understand and identify relevant ESA opportunities and respond to ESA Invitations to Tenders (ITTs) or other relevant calls.

The ESA Prepare for Space initiative aims to support the development of stronger proposals and business cases, leading to faster contract time and increased commercial viability, technical robustness and programmatic coherence, improved start-up and SME engagement, improved return on investment, and a stronger space industrial ecosystem.

ESA Technology Broker Denmark welcomes applications for ESA Prepare for Space addressing needs for:

- dedicated business support to improve the applicant's business case for space, addressing aspects such as financial, managerial, business model, or market studies.
- support to develop commercial opportunities within the space supply chain (upstream space market) or solutions using space technologies, space assets, and satellite services in non-space sectors (downstream space market).
- presentation for relevant ESA and other space-related call opportunities.
- specific guidance and training support for applying to ESA and other space-related opportunities.
- typical steps and requirements for responding to ESA calls and participating in ESA procurements (e.g. understanding of the ECSS).

ESA TB DK hereby invites you to submit your application for ESA Prepare for Space support. This document introduces the application and evaluation process and contains references to the templates that should be used when applying. Please contact ESA TB DK for any further questions at pzn@esabic.dk. Additional information on the ESA Prepare for Space Open Call can be found on the ESA TB DK web page.

Yours sincerely,

Poul Zimmermann Nielsen

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Application guide:

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Application Guide

Introduction

The purpose of this Open Call for ESA Prepare for Space in Denmark is to inform entities looking for support regarding the onboarding process into ESA Programmes, finding commercial opportunities in the space industry, and utilizing space technology, satellite data, or space-based applications. It is also intended to benefit all ESA programmes by offering dedicated training to understand and identify relevant ESA opportunities and to respond to ESA calls.

The Call is permanently open and has no closing date for the submission of applications. The evaluation and selection of applications are scheduled on a rolling basis. See the ESA Technology Broker Denmark (ESA TB DK) website for more details on when we evaluate applications.

Who can apply?

ESA Prepare for Space is targeted at SMEs and larger entities in Denmark. In this context, "Denmark" includes all parts of the Kingdom of Denmark, i.e., the autonomous territories of the Faroe Islands and Greenland in the North Atlantic Ocean.

Typically, these entities are either new to the space market or need to know more about ESA's funding opportunities.

However, some further formal criteria apply. To be eligible for contract award, applicants must fulfil all the requirements (Applicant Terms) below:

- To be new to doing business with space (upstream or downstream).
- In case of not being new to space, the reason for support must be justified.
- To be a legal entity registered under the laws of Denmark, i.e., registered at the Danish Business Authority (Erhvervsstyrelsen) with a CVR number and registered for VAT (MOMS).
- To be headquartered in Denmark.
- The activity for which Prepare for Space support is sought must be carried out in Denmark.
- To be in dialogue with ESA Technology Broker DK for the correct preparation of the applications as indicated below and in the application template.
- To observe the remaining requirements stated in this document.

How to apply

Please make sure you have received the following templates, which are part of the Open Call documentation:

- ESA Prepare for Space Application Template
- Draft Contract

Fill in all required sections and pay particular attention to the following:

- Instructions inside the documents shall be followed to fulfil all pre-conditions of the Open Call and for the application to be accepted for evaluation.
- Please read this document and the Draft ESA Prepare for Space Contract carefully. The Cover Letter shall include a clear, explicit, and unambiguous statement declaring that the applicant has read, understood, and accepted the terms and conditions in the contractual documentation (this is part of the template).
- Ensure the Cover Letter and the Requirement Checklist are signed by an authorized representative of the entity applying.

As part of the application, the support sought must be specified with a clear plan for what is requested. The application must be prepared in collaboration with and through dialogue with ESA TB DK, and the support specified in the application must be in line with what ESA TB DK can offer, both for content and related costs.

Therefore, in practical terms, the applicant company and ESA TB DK shall discuss and jointly agree on the support specified in the application to be prepared by the applicant, which also hereby accepts the contract conditions.

Please submit the completed ESA Prepare for Space Application Template in electronic form as:

- A single .pdf document.
- To the following e-mail address: pzn@esabik.dk
- The subject must be "ESA Prepare for Space Denmark Open Call", followed by the company name.

When received, the application will be reviewed by ESA TB DK and, if agreed upon, signed by ESA TB DK. The proposal will then be submitted to ESA for evaluation and approval.

Any questions related to the submission of proposals should be sent to pzn@esabik.dk

The Evaluation Procedure

The evaluation of all received applications follows a common ESA Prepare for Space procedure.

Once the applicant has submitted an application to the ESA Technology Broker Denmark, a first assessment is done on the formal aspects to ensure compliance with the Open Call.

If the application is found non-admissible, the applicant will be informed of the reason explained. In such a case, an applicant is eligible to submit a revised proposal later.

If the application complies with the formal requirements, the proposal will be submitted to and evaluated by ESA. The evaluation will typically occur within two weeks after the indicated evaluation deadline.

The application will be marked against the criteria in the table below:

Evaluation Criteria	Sub-Criteria
Technology	<p>Is the technology and proposed solution clearly defined and linked to space systems or use of space assets? This can be for:</p> <p>Upstream: technology to be brought to the space market,</p> <p>Downstream: the use of space assets or satellite services</p> <p>or <u>a combination of</u> both upstream and downstream aspects</p> <p>The maturity must be indicated using the scale of Technology Readiness Level (TRL). Is the technology sufficiently mature for the proposed solution or business aspects? (e.g. TRL 3)</p>
Market Opportunity	<p>Is there a clear market opportunity for the indicated business aspects?</p> <p>In case of Upstream: Is the space market need for this technology clearly identified?</p> <p>In case of Downstream: Is the non-space market needs for the technology clearly indicated?</p> <p>What is the commercial and strategic value vs. existing state of the art for the proposed technology or solution?</p>

Training Proposal	<p>Is a clear training plan proposed?</p> <p>Is the training justified?</p> <p>How will this support the development of a commercial opportunity?</p>
Timeline, Personnel, and Costing	<p>Is the timeline appropriate and realistic?</p> <p>Are the personnel proposed by the applicant well justified?</p> <p>Are the experts from the ESA Technology Broker or third parties deemed suitable, sufficiently experienced, and available?</p> <p>Are the costs for the activity justified?</p>
New to the space market	<p>As the ESA Prepare for Space support is aimed at supporting and on-boarding new entries into the space market, upstream and/or downstream, is the applicant new to the space market?</p> <p>In case of previous experience related to the space market and/or ESA Programmes and/or ESA BIC and/or ESA Broker, is there a good justification for applying for ESA Prepare for Space support, e.g. entering into anew area of business?</p>

All applicants will be notified in writing about the outcome of the evaluation. The applicant may ask for, within 10 calendar days from receipt of the notification, an oral debriefing explaining why the application was unsuccessful.

DTU Space will enter contracts with successful applicants, taking the comments from the evaluation into account. DTU Space has the right not to place a contract if, after three months following the notification to a successful applicant, no contract still has been signed, and this is because of a reason for which the applicant can be held partially or fully accountable.

Furthermore, we kindly ask you to pay attention to the following:

- Please note that applications will be treated as confidential. However, despite the efforts undertaken by DTU Space and ESA TB DK to ensure complete confidentiality, the applicant's idea may, through this application, fall into the public domain. Therefore, we strongly recommend that the applicant discusses the protection of their idea with a dedicated expert in this field prior to application and – if relevant – takes appropriate steps to protect the idea (e.g. by applying for a patent).
- No expenses incurred in either stage of the application procedure will be reimbursed to the applicant by DTU Space, ESA TB DK, ESA, and/or any third party.
- This Open Call does not impose any obligation upon DTU Space and ESA TB DK to enter negotiations with any applicant or to enter into any other specific arrangement.

Expected documentation during the project

Under an ESA Prepare for Space project, the Company shall deliver a short final report addressing:

- The support provided by DTU Space
- An explanation of the main takeaways and how this has impacted the project objectives.
- A list of commercial leads and/or ESA funding opportunities identified and achieved.
- An overview of the activities and meetings

A final report template will be provided when the project starts.