[Project Name and Acronym]

ESA Spark Funding Application

Germany

**[Spin-in / Spin-off Project]**

**Technical Breadboard & Business Case**

[Company Logo(s)]

|  |  |  |
| --- | --- | --- |
| Project Name | : |  |
| Project Reference Number | : |  |
| Company Name(s) | : |  |  |
| Project Manager(s) | : |  |  |
| Date of Submission | : |  |

**\*\*Please delete the guidance notes (blue text) associated with**

**each section prior to submitting\*\***

[Sender: Name]

[Company Name]

[Address]

[E-Mail]

[Web Site]

ESA Spark Funding Germany

cesah GmbH

Robert-Bosch-Str. 7

64293 Darmstadt

Germany

For the attention of

Dr. Andreas Kanstein

**SUBJECT:** Application for ESA Spark Funding Germany

**REF:** [please insert your own reference number here]

Dear Madam, dear Sir,

In response to the Permanent Open Call for Proposals for ESA Spark Funding issued by the German Technology Broker team (cesah GmbH and EurA AG), managing the ESA Spark Funding Germany, [Company Name] is pleased to submit our proposal for the project named [insert project name].

Please find included the following information:

* Requirements Checklist
* Executive Summary
* Business Case and Technical Proposal
* Activity Proposal
* Management Proposal
* Annexes

1. We hereby declare that the Application is compliant with the Requirements set out in the Call for Proposals as shown in the Requirement Checklist below.

2. We hereby confirm that the contract conditions have been read, understood and accepted, and any of the Applicant’s terms and conditions do not apply.

Any queries relevant to the proposal are to be addressed to the attention of:

[Name(s)]

[Address(es)]

[Phone]

[E-Mail]

Contact information of the person(s) who will be in charge of the day-to-day management:

[Name(s)]

[Address(es)]

[Phone]

[E-Mail]

Contact information of the legal representative who will be signing the contract:

[Name(s)]

[Address(es)]

[Phone]

[E-Mail]

**Signature(s): Date:** [insert date of submission]

|  |  |
| --- | --- |
| **ESA Spark Funding General Application Requirements:**  | **Compliance statement** |
| The Applicant is a legal entity (a public law company / a private law company / an association / a foundation, etc.) registered under the laws of Germany | [compliant/non-compliant/partially-compliant] |
| The Applicant’s product or service is based on a transfer of space technology to a non-space application (spin-off) or on the transfer of a non-space technology into a space application (spin-in) | [compliant/non-compliant/partially-compliant] |
| The Applicant is headquartered in Germany | [compliant/non-compliant/partially-compliant] |
| The Applicant is fully compliant with German tax and social security obligations | [compliant/non-compliant/partially-compliant] |
| The Applicant does not conduct business activities promoting, or being related to alcohol abuse, tobacco, religion, politics, intolerance, violence, firearms, pornography, obscenity, gambling or illegal drugs. | [compliant/non-compliant/partially-compliant] |
| The Applicant is able to communicate in English. | [compliant/non-compliant/partially-compliant] |
| The Applicant states that the terms and conditions of the Draft ESA Spark Funding Contract are accepted without any reservations. | [compliant/non-compliant/partially-compliant] |
| The Funding is linked to work packages within the ESA Spark Funding project only. | [compliant/non-compliant/partially-compliant] |
| The Applicant declares that the activities proposed under the submitted ESA Spark Funding project are not and have not been funded through other means (e.g. ESA Business Incubation, ESA Business Applications, European Commission etc) | [compliant/non-compliant/partially-compliant] |
| The Funding is granted in net amounts (not including VAT). | [compliant/non-compliant/partially-compliant] |
| The information provided in the application and in the supplementary data sheet is binding and forms the basis of the funding granted. Any changes in this information must be reported immediately and are subject to approval.  | [compliant/non-compliant/partially-compliant] |

I hereby declare that my application is compliant to the ESA Spark Funding General Application Requirements.

**Signature(s): Date:** [insert date of submission]

**Data Protection**

By submitting the application for ESA Spark Funding Germany, the Applicant gives by signing beneath this statement, free, specific, informed and unambiguous consent to cesah GmbH with the controlling of the personal data contained in the proposal and business application in relation to this Permanent Open Call and for the purpose of possible selection for ESA Spark Funding Germany upon fulfilment of all requirements set in the Permanent Open Call. Such consent to the controlling of the personal data shall be permitted only for a necessary period up to a maximum duration of 1 (one) year upon signature of the present consent.

The Applicant shall have the right to information and the right of access to its personal data, right to rectification and erasure (right to be forgotten), right to restriction of processing, right to data portability, right to object, right not to be subject to a decision based solely on automated processing. The particularities of these rights are stipulated in the Regulation (EU) 2016/679 of the European Parliament and of the Council (General Data Protection Regulation, GDPR).

The data subject shall have the right to withdraw its consent at any time. Such withdrawal of consent shall not affect the lawfulness of processing based on consent before its withdrawal. It shall be as easy to withdraw as to give consent.

The data subject has moreover the right to lodge a complaint with a supervisory authority established in each of the EU Member State as indicated in the GDPR legal framework.

I hereby give full consent to the above statement.

**Name(s) and Signature(s):[[1]](#footnote-2) Date:**

Table of Contents

[1 Executive Summary 7](#_Toc191292379)

[2 Business Case and Technical Proposal 8](#_Toc191292380)

[2.1 Background and Experience 8](#_Toc191292381)

[2.1.1 Team composition: 8](#_Toc191292382)

[2.1.2 Background of the entities involved: 8](#_Toc191292383)

[2.1.3 Vision: 8](#_Toc191292384)

[2.2 Market Opportunity 9](#_Toc191292385)

[2.2.1 New application domain: 9](#_Toc191292386)

[2.2.2 Customers & Users: 9](#_Toc191292387)

[2.2.3 Current situation: 9](#_Toc191292388)

[2.2.4 Problem validation: 9](#_Toc191292389)

[2.2.5 Value proposition of the new product/service: 9](#_Toc191292390)

[2.2.6 Suitability of technology to be transferred 9](#_Toc191292391)

[2.3 Technology 10](#_Toc191292392)

[2.3.1 Involvement of technology: 10](#_Toc191292393)

[2.3.2 Maturity of technologies required for integration in breadboard design: 10](#_Toc191292394)

[2.3.3 Access to technology/asset/know-how: 10](#_Toc191292395)

[2.3.4 Potential feasibility of the application/system concept: 10](#_Toc191292396)

[3 Activity Proposal 11](#_Toc191292397)

[3.1 Milestone Planning 11](#_Toc191292398)

[3.2 Work Breakdown: 11](#_Toc191292399)

[3.3 Cost Planning: 11](#_Toc191292400)

[3.4 Key Resources and Facilities 12](#_Toc191292401)

[4 Management Proposal 13](#_Toc191292402)

[4.1 General Management: 13](#_Toc191292403)

[5 Annexes 14](#_Toc191292404)

# Executive Summary

The Executive Summary shall provide the following information in **maximum 1 page**:

#### **Entities involved:**

Who is the applicant and who is the technology provider.

#### **Technology/asset to be transferred:**

Please select whether you are applying for a spin-in or a spin-off activity, you must only check one box:

[ ]  Spin-in activity (non-space technology used)

[ ]  Spin-off activity (space technology used)

Provide a brief description of the technology that is being incorporated (non-space technology for spin-in transfers or space technology for spin-off transfers).

#### **Market segment and business case:**

The targeted (space or non-space, as applicable) application domain and essentials of the business case; including customers/users, need/problem to be addressed, a brief description of the product/service.

# Business Case and Technical Proposal

All sub-sections within this chapter should be completed with a **maximum total of 7 pages.**

## Background and Experience

(1 page)

### Team composition:

Please describe the overall team composition, including participants from all subcontractors, if any, including all key personnel (i.e. having a major role within the team and/or being responsible for one or more tasks) and their position within his/her own entity’s structure.

### Background of the entities involved:

Please briefly describe the relevant space and non-space capabilities and experience of the Applicant and consortium partners for the performance of the proposed work. Please provide the rationale for the involvement of the proposed consortium partners in the activity.

### Vision:

Please describe how this activity fits into the vision of the Applicant and proposal partners (e.g. alignment with medium- or long-term objectives, synergies with other activities, etc.). A brief overview of the activity in the broader implementation plan of the product/service is appreciated (including a summary of key steps for a fully-fledged offer and roll-out the product/service to the targeted application market, as well as follow-up actions to this activity (e.g. apply for further ESA or non-ESA funding, creation of a new company, licencing, commercial efforts, etc.).

## Market Opportunity

(3 pages)

### New application domain:

Describe the new application domain targeted for the technology/asset to be transferred to.

### Customers & Users:

Identify and present the targeted customers/users of your product/service/solution, and describe their role in the value chain of the new domain of application. Customers shall be understood as stakeholders who are candidates to procure your solution directly. Users shall be understood as end-users that may procure a product or service from your Customers. Customers and users may be the same, e.g. when your product/solution/service can be used as a standalone.

### Current situation:

Please present how the customers/users currently handle the issues that the proposed product/service would address. Include a description of the problems faced in the current use case scenario and opportunities for improvements. Explain the impact(s) of those problems (e.g. large costs, safety issues, lack of performance, issues of maintenance, disposability, environmental footprint, etc…).

### Problem validation:

Provide evidence of validation of the problem(s) by customers/users and possibly other relevant stakeholder(s). Letters of support from major customers/users and the Technology Provider shall be included in the Annex to this application. Letters of support shall include a clear and explicit statement of the stakeholder involvement during this activity.

### Value proposition of the new product/service:

Provide a description of the proposed product/service which shall be developed to solve the identified problem of the customers/users. Describe the main benefits and present the unique, compelling value proposition. Values may be quantitative (e.g. price, speed of service) or qualitative (e.g. design, customer experience). This effectively includes an analysis against existing products/services with which the proposed new product/service will compete.

### Suitability of technology to be transferred

Justify your assumption that the technology to be transferred may be relevant to solve the problem(s) currently faced in the target application. Illustrate how the involvement of the technology/know-how adds value to the new product/service offering.

## Technology

(3 pages)

### Involvement of technology:

Select whether you are applying for a spin-in or a spin-off activity:

[ ]  Spin-in activity (non-space technology used)

[ ]  Spin-off activity (space technology used)

Please present the technology/asset/know-how which is subject for integration. Characterize the (non-) space heritage of the technology, clearly identifying the original (non-) space development and whether it was made in connection with an ESA mission, a mission from another space agency, a research programme, or through other commercial activities.

### Maturity of technologies required for integration in breadboard design:

Please present the current maturity/development status of the space or non-space technology/asset/know-how to be used or integrated in the final product/service (Technology Readiness Level, TRL)[[2]](#footnote-3), and provide an estimation regarding the timeline for operational maturity. Include the outcomes of any feasibility studies, proof of concept, or other similar activities.

### Access to technology/asset/know-how:

Please provide information on the means of access to the technology/asset/know-how relevant for the activity. Intellectual Property Rights (IPR) status of the technology/asset(s) in question (ownership, rights of use by 3rd parties, trade secrets, etc.) shall be highlighted. For technology/knowledge transfer projects, Applicants should include a letter from the Technology Provider that demonstrates that the Applicant will have access to the relevant Intellectual Property Rights during the project. A description of any existing or future limitation of access shall also be presented.

### Potential feasibility of the application/system concept:

Please present the expected technical requirements and concept or high-level architecture of the underlying product/service system and why it is considered technically feasible in the target time frame (market entry date). Identify the major technical requirements and risks for the intended transfer. Present a plan/strategy regarding potentially necessary validation tasks and milestones.

# Activity Proposal

(7 pages)

All sub-sections within this chapter should be completed with a **maximum total of 7 pages.**

## Milestone Planning

Please, present in chart form (GANNT or similar) the initial planning of the activity, including the overall duration, the planning and duration of each task, and the major milestones (e.g. kick-off, progress updates with Local ESA Spark Funding Manager, Mid-Term and Final Review). Note: The duration of the Spark Funding activity shall not exceed 12 months.

## Work Breakdown:

Please provide an overview of the Tasks planned within the activity, the expected outputs, and illustrate how the tasks justify the funding requested. Duplicate the table below for each individual Task.

|  |  |  |  |
| --- | --- | --- | --- |
| **Task #** |  | **Start date:** | DD/MM/YY |
| **Task Title** |  | **End date:** | DD/MM/YY |
| **Task Manager** |  |
| **Objective(s)** |  |
| **Inputs** |  |
| **Sub-tasks** |  |
| **Output & Deliverables** |  |
| **Cost** | **Total Amount** | **ESA Spark Funding** | **Other Sources** |
|  |  |  |

## Cost Planning:

Using the table below, present the total costs for the execution of the activity, and the contribution asked from the ESA Spark Funding initiative. The value and source(s) of co-funding to be provided can be found in the Permanent Open Call on the ESA Technology Broker Germany website: <https://www.esa-technology-broker.de/spark-funding>.

|  |
| --- |
| **Overall Cost** |
| **Task** | **Total Amount** | **ESA Spark Funding** | **Other Sources** |
| **Task 1 + Title** |  |  |  |
| **Task 2 + Title** |  |  |  |
| **Task ….** |  |  |  |
| **Total** |  |  |  |

## Key Resources and Facilities

Briefly list and describe the key resources and facilities needed to conduct the activity and which of those are at disposal for the Applicant through own infrastructure, the partners, through service providers or suppliers.

# Management Proposal

(1 page)

The Management Proposal should be **maximum 1 page.**

## General Management:

Please present how the management (including the coordination with partners), reporting, meetings and deliverables will be organized during the activity. Provide information on the activities of the Project Manager, the reporting lines within the team and the means for settling disagreements.

# Annexes

* Business Model Canvas
* Letter(s) of support
* Any other relevant information about the activity or the Applicant, as necessary

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Business Model Canvas** | *Designed for:* | *Designed by:* | *Date:*  | *Version:*  |
| ESA Spark Funding Germany | … | … | … |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Key Partners** | **Key Activities** | **Value Propositions** | **Customer Relationships** | **Customer Segments** |
| … | … | … | … | … |
| **Key Resources** | **Channels** |
| … | … |
| **Cost Structure** | **Revenue Streams** |
| … | … |

1. Please have the form signed by all natural persons whose personal data is provided as part of the application. [↑](#footnote-ref-2)
2. <https://sci.esa.int/web/sci-ft/-/50124-technology-readiness-level> [↑](#footnote-ref-3)