ESA BIC Application Template – Incubation Proposal, v5.0, 26/08/2020

ESA BIC Noordwijk - Issue A, 17-03-2021

Incubation Proposal

**[Name of the company]**

**[Address of the Company or of the Entrepreneur]**

**[Reference Period of Incubation]**

Author:

Date:

Reference: XXXX, Issue… Version …

[Before each paragraph, you will find “writing tips”. Please use these questions as guidelines. Please limit this Incubation Proposal to maximum 10 pages excluding cover page and excluding the table of contents.]

# **1. ACTIVITY PROPOSAL**

## 1.1 Milestone Planning

Writing Tips

[Please provide an overview of the schedule including a planning of the milestones (Kick-Off, Mid Term Review and Final Review). The maximum duration of the incubation is 24 months. Identify at which point of time each task begins and ends. All tasks defined in the planning shall be specified in detail below.

For this, please use the PLAN table contained in the Excel file attached to this application package. Note, all Tasks defined in this planning have to be specified below.]

Text



Fig.: Milestone Planning [example]

## 1.2 Task Descriptions

Writing Tips

[In this section a detailed description of each Task shall be provided. These Tasks are the core of the business incubation. Therefore, please include tasks both related to business and technical activities. When you break down the overall business incubation activity, please limit yourself to a manageable structure.

Please note that the space connection should be a fundamental element of the proposed incubation activity. For a “downstream” activity this means that the Incubation Proposal should include clearly defined tasks about how the space based data, space technology, etc. is going to be integrated, further developed, or similarly, and how the related market will be developed. Similarly, for an “upstream” the Incubation Proposal should cover the related key technical and business activities.

Please provide task descriptions for **all** work you intend to do during incubation, not only for work related to using the incentive. If the tasks to carry out require additional resources (e.g. financing in addition to the incentive), please make this clear in the funding table below. Explain how all activities together contribute to the goal of your company.

For each Task, please provide a table containing a detailed description using the template below. Identify the responsible person, input, objective, and output. Use Sub-tasks to detail the activities further.

The task descriptions, and especially the sub-tasks, should be detailed and specific enough for the evaluators of your proposal to understand in detail what activities will take place and how these contribute to the development of the technology and the business. They also serve as a way for the ESA BIC to monitor progress of your company and for the incubatee as a detailed work plan. Therefore, describe not only what you will do, but also what the intended result is. For development activities, describe how you are going to validate and verify the outcome.

In the costs overview, explain which costs you expect to have (3rd party costs, not own working hours etc.) and from which sources they are financed. Please respect the restrictions related to the ESA incentive as described in the draft incubation contract and summarized below.]

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|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Task # …** [name]  **Responsible: [name]**  **Inputs:** [e.g. output of previous tasks, results of a tests campaign, reference of publication, …  **Objective:** [describe **what** should be achieved by the end of the task and define what a successful outcome is]  **Sub-Tasks** [describe in detail what work should be performed, e.g. which steps need to be taken in order to reach the objective]   1. … 2. … 3. …   **Costs**   |  |  |  |  | | --- | --- | --- | --- | | Sub-task | Type of expense/Supplier etc. | Incentive (EUR) | Total of other sources (EUR) | |  |  |  |  | |  |  |  |  | | Total (EUR) |  |  |  |   **Output:** [e.g. Design Document, Software, Hardware prototype, Test Results, Market analysis, …] |

Tab.: Task Description

# MANAGEMENT

Writing Tips

[Please provide a description of how you are going to manage the work during the incubation period. Describe specific challenges and how you will address them.]

Text

# FINANCING AND FUNDING REQUEST

Writing Tips

[Please, describe in detail how the company will be financed during incubation. In particular, explain which sources of financing will be used until the company can generate sufficient revenues. Note the restrictions related to the ESA incentive and that most of this funding will be paid in terms *after* the costs have been made. If applicable, explain how the company’s own staff will be paid and from which sources.

In the table Funding Split below, please provide per task the estimated split of the costs into “Product Development”, “IPR Management”, and “other”. Also indicate which sources will cover these costs.

The funding sources are normally divided into (see the draft incubation contact for details):

* The **incentive** will amount to a maximum of EUR 50 KEUR. It is provided only for the purpose of product/service development, IPR (patenting or acquiring licenses), market studies, and travel to international business fairs (max 10% of the funding). The incentive has to be spent on 3rd parties and cannot be spent on direct labour and or office costs. It is encouraged that the cash incentive is spent within the ESA BIC’s region unless no suitable suppliers are available there. This incentive does not have to be paid back; it is provided without sales tax, but may be subject to income tax.
* **Other Sources** may specify additional local financial opportunities such as financial support provided by business angels, etc. as well as company/entrepreneur own/self-funding. Please specify the other funding sources considered in a footnote to the table.

Please ensure that “Total Costs” match “Total Funding”.

In the column “Experts”, please provide a distribution of the Technical Support requested across the defined tasks - on top of the incentive. Note, the number of support hours available per applicant may differ for individual ESA BICs. For guidance, please contact the individual ESA BIC that you apply for before you submit the application.

Please use the FUNDING table contained in the Excel file attached to this application]

Text



Tab.: Funding Split

# 4. Support Request

## 4.1 Technical Support and IPR Support

Writing Tips

[Please define in your own words, what type of Technical or Legal/IPR Support you request from the ESA BIC in order to develop your product/service. Technical support is typically provided as advisory support and is typically related to the use of space technology, data with space origin or methodologies developed within the space engineering domain. Sometimes access to facilities is available as technical support. IPR support is typically related to patents and other intellectual properties. Note, the support provider may differ for individual ESA BICs. For guidance, please contact the individual ESA BIC that you apply to before you submit the application.]

Text

## 4.2 Business Support

Writing Tips

[Please define in your own words, what type of Business Support you request from the ESA BIC in order to establish and grow your company. Such support is typically provided through coaching and training. Note, the support provider may differ for individual ESA BICs as well as the number of support hours available per applicant. For guidance, please contact the individual ESA BIC that you apply for before you submit the application.]

Text

## 4.3 Office Support

Writing Tips

[Please define the number of desk places and further requirements such as laboratory space. Please note, that you will typically be required to rent office or lab space, while common facilities at the ESA BIC may be provided free of charge during incubation, such as meeting rooms. For guidance, please contact the individual ESA BIC that you apply to before you submit the application.]

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