

## Invitation to Apply to ESA BIC Noordwijk

Reference: ESA BIC Noordwijk Open Call – Issue A, 17-03-2021

Thank you for your interest in ESA BIC Noordwijk.

The European Space Agency (ESA) together with its Member States supports entrepreneurs with the ambition to exploit space technology or utilise space systems in non-space markets, or become suppliers to the space sector, e.g. by exploiting non-space technology in the space market.

Together with its local partners, ESA manages a network of Business Incubation Centres (ESA BICs) across Europe. In the Netherlands, Space Business Innovation Centre Noordwijk is responsible for managing ESA BIC Noordwijk.

ESA BIC Noordwijk offers a comprehensive package of support to start-ups selected for incubation, including, incentive funding, technical support, business coaching, and legal/IPR advice to the start-ups selected for incubation.

ESA BIC Noordwijk hereby invites you to submit your application for business incubation. This document provides an introduction to the application and evaluation process and contains references to the templates that should be used when applying.

Please contact ESA BIC Noordwijk for any further questions.

Yours sincerely,

Martijn Leinweber  
COO SBIC Noordwijk  
ESA BIC Noordwijk

## Introduction

The purpose of this Open Call for ESA BIC Noordwijk is to inform about the opportunity for space-related start-ups to become incubated in ESA BIC Noordwijk and to provide the material and guidance needed to apply for incubation.

Selection and evaluation of applications are scheduled periodically, see [www.sbicnoordwijk.nl/esa-bic/](http://www.sbicnoordwijk.nl/esa-bic/) for details.

The Call is permanently open, has no closing date for the submission of applications unless the ESA BIC Noordwijk has indicated otherwise.

## Who can apply?

In general, any space-related start-ups in the Netherlands not older than five years, or natural persons with the intention to set up a space-related start-up, are welcome to apply for incubation.

However, some further criteria apply. These can be found in the Cover Letter Template of the application documents. In particular, note the following:

- The application needs to have a valid *space connection*. In general terms this means that it must be evident that “space” (space technology or a space based service such as satellite communication, navigation or earth observation) is actually needed. Alternatively, it must be evident that the proposed technology or service can actually be used in a space context. In case of doubt, please contact the ESA BIC for further guidance.
- Applicants need to run their start-up at their own risk. In practice this means that more than half of the shares must be owned by the entrepreneur(s) that apply to the ESA BIC.
- In case the application is done by natural persons, these need a permanent working permit in Netherlands. Also, the process of setting up a company must have been started. The application shall include details about the status, the intended legal structure, and the shares distribution. An incubation contract can only be signed with a legal entity.

## How to apply

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

- Cover Letter including Requirement Checklists
- Business Plan
- Incubation Proposal
- Draft Incubation Contract
- Draft Rental Agreements

Make sure to fill in all required sections and pay particular attention to the following:

- Instructions inside the documents ([highlighted in blue in each template](#)) shall be followed in order to fulfil all pre-conditions of the Open Call and for the application to be accepted.
- Please read the Draft Incubation Contract carefully. The Cover Letter must include a clear, explicit and unambiguous statement declaring that the applicant has read, understood and accepted the terms and conditions contained in the contractual documentation (this is part of the Cover Letter template). Modifications or amendments to the Incubation Contract may only be done in exceptional cases. Please contact the local ESA BIC Manager for guidance.

- Make sure the Cover Letter and the Requirement Checklists are signed by either the majority shareholder or by shareholders with a combined ownership in excess of 50%.
- The incubation proposal should include details on how the incentive funding is meant to be spent. The incentive will amount to a maximum of EUR 50,000. The incentive is not for direct labour costs and as a general rule can only be spent in the Netherlands unless the product/service is not available within the Netherlands or much more expensive. Exceptions have to be approved upfront by SBIC Noordwijk and ESA. Max. 10% from the incentive, 5.000 EURO, can be spent on marketing studies/materials and event/conferences tickets. Again these should be approved by SBIC Noordwijk in advance. At least 90% of the incentive, 45.000 EURO, should be spent on product development and IPR.
- Incubation in ESA BIC Noordwijk may be requested for a maximum of 24 months.

The total financial contribution to the Activity amounts to EUR 50,000 (Fifty Thousand EURO).  
*This funding comes from ESA under the authorisation of the Netherlands Space Office.*

Please submit the documents in electronic form (pdf, maximum three files, one for each required document) to the following e-mail address: [application@esa-bic.nl] with subject “ESA BIC Noordwijk Open Call”.

ESA BIC Noordwijk will verify the identity of applicants at some point in time. You are requested to send digital copies of an identification card etc. in a separate file together with your application.

Any questions related to submission of proposals should be sent to the same e-mail address: application@esa-bic.nl.

## The evaluation procedure

The evaluation of all received applications is managed locally by ESA BIC Noordwijk] and follows common ESA BIC procedures.

Once a published submission deadline has passed, ESA BIC Noordwijk first assess the formal aspects of applications received before the submission deadline. If a non-compliance of a minor nature is found, the applicant may be asked to address this in an updated proposal within 48 hours. If the proposal is found non-admissible, the applicant will be informed and the reason will be explained. In such a case an applicant is eligible to submit a revised proposal at a later date.

If the application is compliant with the formal requirements, applicants will be invited to hold a presentation to the ESA BIC Noordwijk evaluation board. The evaluation will typically take place a few weeks after the submission deadline. The evaluation board consists of representatives of ESA BIC Noordwijk, ESA, Netherlands Space Office, Rabobank and other experts. There will also be an opportunity for the evaluation board to ask questions to the applicant.

The application and the presentation will be marked against the criteria in Table 1, taking weighting factors into account.

Criteria	Weighting factor
Background and Experience <ul style="list-style-type: none"><li>• Experience and team composition</li><li>• Support entities</li><li>• Vision</li></ul>	25%
Technology/Service <ul style="list-style-type: none"><li>• Space Connection</li><li>• Technical feasibility of the product/service to be developed</li><li>• Production development strategy</li><li>• Intellectual Property strategy</li></ul>	20%
Value proposition & Market <ul style="list-style-type: none"><li>• Value proposition</li><li>• Market</li><li>• Competition</li></ul>	20%
Business Modelling and Risk <ul style="list-style-type: none"><li>• Revenue model</li><li>• Finance</li><li>• Risk</li></ul>	15%
Activity proposal <ul style="list-style-type: none"><li>• Quality of the application</li><li>• Milestones/Cost-planning</li><li>• Work break-down</li><li>• Management</li><li>• ESA BIC investment opportunity</li></ul>	20%

*Table 1: ESA BIC evaluation criteria and weighting factors.*

All applicants will be notified in writing about the outcome of the evaluation. The applicant may require, within 10 calendar days from the receipt of the notification, an oral debriefing explaining the reason why the application was successful or not.

ESA BIC Noordwijk will enter into contract negotiations with successful applicants, taking the comments of the evaluation board into account. ESA BIC Noordwijk has the right *not* to place a contract if, after three months after 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 accountable.

Additionally, ESA BIC Noordwijk has the right not to place a contract in case the (intended) legal entity presented in the application is different from the actual established and registered legal entity.

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

- Please note that applications will be treated as confidential. However, in spite of the efforts undertaken by ESA BIC Noordwijk to ensure full 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 his/her 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).
- As far as allowed by law, any title held by the applicant to his/her idea shall remain vested in him/her. An application to ESA BIC Noordwijk will not result in the acquisition of any title whatsoever to the idea. *However, ESA retains a right to use the Intellectual Property in specific cases. Please read the detailed conditions described under the section "Use of Intellectual Property Rights" in the Draft Incubation Contract.*
- No expenses incurred in either stage of the application procedure will be reimbursed to the applicant by ESA BIC Noordwijk, ESA and/or any third party.
- This Open Call does not impose any obligation upon ESA BIC Noordwijk to enter into negotiations with any applicant.