

## Evaluation Criteria ESA Technology Transfer Competition: Space for Energy

### *Novelty and innovation of the application (35%)*

- Please describe the space technology you want to use or give reference to the ESA IP
- What motivated the development of this technology or system for space?
- Describe the innovative aspects of the prospective application (please specify innovation by comparison with prevailing technologies)?

### *Technological feasibility (25%)*

- Can you describe how you are planning to integrate the space technology or system into your product or service?
- Have you protected the idea, or did you secure access to third party technology?
- What else should we know about this idea and the team behind it?

### *Value proposition & market (20%)*

- Which customer problem or need do you want to solve?
- What is the unique selling proposition, i.e. what is the value for the customer compared to other similar offerings?
- Which market do you address?
- What are the main competitors/substitutes?

### *Economic sustainability (20%)*

- Give the main economic advantages or benefits of the technology regarding such elements as performance, ease of use, need of specific know-how, or expertise to adopt your technology?
- Do you already collaborate with partners or potential users?
- How would you use the prize money to progress your idea?