[Project Name]

ESA Spark Funding Application

Italy

**Spin-in / Spin-off Project – Phase 2**

**Demonstration & Business Development**

[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 Italy

STAM s.r.l.,

Via Pareto 8 A/R – 16129 Genoa, Italy

For the attention of

Giannicola Loriga

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

**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 STAM s.r.l. (hereinafter referred to as STAM), managing the ESA Spark Funding Italy [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** **(for Spin-in Projects – Phase 2):**  | **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 Italy  | [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 Italy | [compliant/non-compliant/partially-compliant] |
| The Applicant is fully compliant with Italy 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 Italy, the Applicant gives by signing beneath this statement, free, specific, informed and unambiguous consent to STAM s.r.l. (Data Controller) 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 Italy 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 the Council.

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. STAM as data Controller can be contacted via the e-mail address: privacy@stamtech.com.

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:**

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# 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 involved:**

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 (space technology used)

Provide a brief description of the technology/asset 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 included within the Business Case and Technical Proposal chapters should be completed in a **maximum total of 10 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.). Provide a brief overview of the activity in the broader implementation plan of the product/service (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.).

## Business Case (4 pages)

### The target market:

Please provide information of the targeted market, presenting the characteristics of the market (e.g. commercial/institutional, mass/niche, applicable regulations, entry barriers, main competitors, etc.), including, as much as possible, a quantitative assessment of the addressable market.

### Product/service:

Please provide a description of the proposed product/service which shall be developed. Include a list of identified and established critical customer/user requirements and risks for a successful product/service within the presented business case.

### Customers/users and their needs:

Please present the customers/users that will be targeted and include a description of their essential and driving needs/pains that the intended product/service will satisfy. A short overview shall be given related to the status of the customer/user interest and commitment to participate in the proposed activity. 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, and if they are interested to engage beyond the project in case the activity shows satisfactory results.

### Current situation:

Please present how the customers/users currently handle the issues that the proposed product/service would address. An overview of the shortcomings and challenges vis-à-vis the present situation shall be provided, as well as opportunities for improvements. This effectively includes an analysis against existing products/services with which the proposed new product/service will compete.

### Value proposition:

Please state briefly how the proposed product/service will satisfy needs/pains of the customer. Describe the main benefits and present the unique, compelling value proposition. Values should be quantitative (e.g. price, speed of service) and qualitative (e.g. design, customer experience). Present a validation (including the means of validation) from customers/users that the intended value proposition is useful, attractive, and significant to them.

### Route to commercial operation:

Based on the presented vision your business model and critical product/service requirements, provide and elaborate your path and planning, key milestones, as well as commercial and technical key activities to mature the product/service for full market entry and operation. Identify clearly which of these activities will be executed during this ESA Spark Funding Project.

### 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 (5 pages)

### Involvement of technology:

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 (space technology used)

Please present the technology/asset/know-how which are subject for integration to the product/service offering. Illustrate the context of its original development and any conjunction with research programmes or commercial activities. Characterize the qualitatively and quantitatively the critical functions and performance. Clearly identify whether the selected technology/asset/know-how has/is already been/being used or transferred to the targeted market domain.

### Maturity of technologies required for integration in a demonstration model:

Please present the current maturity/development status of the 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. Experimental evidence and test results of the feasibility of the system (e.g. from a technical breadboard on component/subsystem level), as achieved prior to this ESA Spark Funding activity must be included. The evidence must clearly and unambiguously show a proof of de-risk of critical requirements. For Phase 2 projects this is a non-negotiable prerequisite.

### 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.

### System design & System Requirements:

The Applicant is expected to present here the system requirements, the system design, and why it is considered technically feasible in the target time frame (market entry date). Major technical risks and mitigation/contingency measures shall be listed. Critical technical requirements must be highlighted, considering potentially necessary related certifications, regulations and standards that could impact the development.

The system refers to the complete solution for the product/service, as utilized by the customer/user. This is the system expected to be demonstrated in relevant environment.

# Activity Proposal

All sub-sections included within the Activity Proposal chapter should be completed in a **maximum total of 8 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 tasks, 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** |
|  |  |  |

### Demonstration plan and testing

Spin-off Projects:

For the system demonstration in relevant environment during this activity, present a plan regarding the necessary validation tasks, acceptance tests and customer/user involvement. A clear definition of test objectives and acceptance criteria, Key Performance Indicators (KPIs) and the considered relevant environment shall be justified and included.

Spin-in Projects:

Present a demonstration and testing plan that enables a clear advance in e.g. complexity, system integration level, testing envelope, qualification or other relevant means, compared to the existing prior technical breadboard. Justify your demonstration plan in view of critical milestones to be achieved for increasing the maturity of your product/service and potential customer engagement. A clear definition of test objectives and acceptance criteria, as well as Key Performance Indicators (KPIs) shall be justified and included.

## 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 for ESA Spark Funding as well as on the local ESA Technology Broker website: <https://www.esa-technology-broker.it/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

The Management Proposal should be **maximum 2 pages.**

## 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.

## Implementation Risks and Mitigation

Please identify and present the major risks for the implementation of the activity with mitigation/contingency measures in this chapter (e.g. procurement lead time, supplier bottlenecks, test facility access, lacking customer/user involvement, necessary certifications, etc.)

# Annexes

* Business Model Canvas
* Letter(s) of support
* Any other relevant information about the activity or the Applicant, as necessary
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://cdn.sci.esa.int/documents/34923/35555/1567215992116-Technology_Readiness_Levels.png/74414ed8-f42c-efe5-980d-9048ae453ca8?version=1.0&t=1567215995841> [↑](#footnote-ref-3)