

EBI-Italy (ESA Business Incubator at ESRIN for Italy) Open Call

Responsible Contracts Officer: Mr. E. Cérou (RES-POE)

SUBJECT: Permanent Open Call for Proposals for ESA Business Incubation

Dear Madam, Dear Sir,

As part of its endeavour to encourage the transfer and commercialisation of space technologies, the European Space Agency¹ (the Agency) has set up business incubators located in its ESTEC (Noordwijk, the Netherlands), ESOC (Darmstadt, Germany) and ESRIN (Frascati, Italy) establishments. Their purpose is to enable entrepreneurs (incubatees) to receive comprehensive commercial and technical assistance in order to set up their business using space technology for general non-space industrial, scientific and commercial uses.

The same call, for the same scope, is issued at the ESA-ESRIN partner BIC Lazio (Business Innovation Centre of Regione Lazio) site (<http://www.biclazio.it>)

The Agency hereby invites you to submit a proposal for the above subject.

Please find attached hereto the following documents:

Document 1: Call for Proposals *for business incubation*

Section I: Instruction for Business & Activity Proposals
Section II: Formal Requirements, Selection Process and Evaluation Criteria

Document 2: Proposal Template

Your attention is drawn to the following:

Nature and purpose of this Call for Proposals:

1. The purpose of this Call for Proposals (Call) is to select projects and ideas for business incubation in one of the Agency's business incubators, in particular for EBI-Italy.
2. The Agency offers to support projects and ideas for full business incubation by providing technical assistance. The modalities and the extent of the support provided are negotiated on a case-to-case basis.
3. This Call is of a permanent nature meaning that it has no closing date for the submission of proposals as long as the Agency has not indicated otherwise.

¹ The European Space Agency is an intergovernmental organisation constituted of the following Member States: Austria, Belgium, Czech Republic (as from 01/01/2009), Denmark, Finland, France, Germany, Greece, Ireland, Italy, Luxembourg, the Netherlands, Norway, Portugal, Spain, Sweden, Switzerland and the United Kingdom.

4. Applications are only considered from nationals of one of the Agency's Member States (see note 1).
5. Start-up companies with or without legal personality as well as individuals may apply for this call.
6. In case of start-up companies with legal personality, the company – represented by its authorised representative(s) – is considered to be the Applicant.
7. In case of entities without legal personality, the general partner is considered to be the Applicant
8. In case the Applicant is a natural person, (s)he is considered to be over eighteen years of age and of sound mind, and therefore able to enter into a binding agreement.
9. All the above categories are hereinafter referred to as 'Applicant'.
10. This Call is not aimed at particular non-space sectors or domains but explicitly excludes activities promoting, or being related to, alcohol, tobacco, religion, politics, intolerance, violence, firearms, pornography, obscenity, gambling or illegal drugs.

Requirements

11. Applicants are required to closely follow the instructions provided in this Call when producing and submitting their proposal (see Section 1 of Document 1).
12. Only those Applicants that fulfil all formal requirements (see Section 2 of Document 1) will be accepted for evaluation.
13. Applicants should carefully read the documentation provided in Document 1 and Document 2.. The application shall include a clear, explicit and unambiguous statement whereby the Applicant has read and understood the terms and conditions contained in the documentation and accepts them without any reservations.

Procedure and planning

14. The evaluation of all proposals received shall take place in accordance with the Agency's rules and procedures (see Section II of Document 1). All Applicants will be informed of the outcome of their application.

15. The evaluation procedure is carried out in two phases. The first phase is managed locally by the BIC Lazio with the support of ESA-ESRIN. The second phase is managed ESA-wide and handled by the ESA Evaluation Board, which is composed of members of all ESA establishments having business incubation activities, with the support of BIC Lazio.
16. The ESA Evaluation Board meets quarterly to evaluate the proposals received in the preceding three months. Proposals will be accepted for the current evaluation round in case they reach the Agency at least 15 working days before the ESA Evaluation Board meeting,
17. The period between receipt of a proposal and contract placement is in principle no longer than 6 months.

Miscellaneous

18. The contents of Applicant proposals shall be treated as confidential.
19. In spite of the efforts undertaken by the Agency to ensure full confidentiality, the Applicant's idea may through the application with the Agency (if not specifically protected like for example by patent rights) fall into the public domain. Therefore we strongly recommend that the Applicant discuss the protection of his/her idea with a dedicated expert in this field prior to application with the Agency.
20. As far as allowed by law, any title hold by the Applicant to his/her idea shall remain vested with him/her. This application shall under no circumstances result in the acquisition of any title whatsoever to the idea.
21. No expenses incurred in either stage of the application procedure will be reimbursed to the Applicant by the Agency and/or any third party.
22. In no event shall this Call for Proposals be construed as imposing any obligation whatsoever upon the Agency to enter into negotiations with any Applicant or to enter into any other specific arrangement for business incubation in any of the Agency's establishments.
23. BIC Lazio and the Agency are committed to ensuring equal opportunities and the elimination of discrimination of any type for all applications complying with the conditions and requirements set forth in this Call.

Any queries relevant to the submissions of proposals are to be addressed, in writing, to: callforproposals@esa.int

The application shall include the following documents:

- substitute statement of certification, signed by legal representative, including a copy of a valid identification document (Annex 1);
- substitute statement of certification, signed by every shareholder and/or chief executive officer, including a copy of a valid identification document (Annex 2);
- information for privacy policy and consent to personal data treatment, signed by legal representative and every shareholder and chief executive officer (Annex 3);
- certification from Chamber of Commerce with wording antimafia, dated within previous six months;

- updated accounting statement;
- copy of last two years balance sheets and/or last submitted income-tax return.

Your complete proposal and all supporting documents is to be submitted, in electronic form (.pdf and .doc) to the following email address:

ebi-italy@biclazio.it

With electronic copy to: ebi-italy@esa.int

In parallel, a signed paper original and the related annexes are to be sent to the attention of:

BIC Lazio ITech Incubator
EBI Italy Programme Staff
Via Giacomo Peroni, 442-444
I-00131 Rome
Italy

Yours faithfully,

Isabelle Wagner
Head of Applications
& Ground Segment Procurement Division

Document 1: Call for proposals *for business incubation*

Section I. Instructions for Business & Activity Proposal

Section I of this Call for Business & Activity Proposals is meant to inform applicants of the required length and content of their Business & Activity Proposal (proposal). Any relevant information in addition to the required information is welcome.. The proposal shall not contain more than 25 pages, annexes excluded. The Executive Summary shall be maximum one page.

The proposal shall contain the following information:

1. Cover Letter

The Applicant is asked to introduce the application with a cover letter (following the template attached in Document 2 point 1. The cover letter must clearly state that the draft contract conditions are read, understood and accepted.

It shall also provide the name, address, fax and telephone number of the Applicant whom all communications relating to the call for proposal shall be addressed to, as well as the names, fax- and telephone numbers of the persons who will be responsible for the day-to-day management of any resulting contract and the legal representative signing the contract.

2. Requirements Checklist and Declaration of State Aid

The Applicant is specifically asked to fill in, sign, date and attach the Requirements Checklist (including the Declaration of State Aid) after the cover letter as attached in Document 2 point 2.

The Applicant is welcome to provide his comments on any aspect of the Requirements Checklist.

3. Executive Summary

The Applicant is asked to produce an executive summary as attached in Document 2 point 3 (Document 2 point 3). The executive summary shall cover the following aspects, in maximum one page:

Business idea

Describe your business idea in brief, including the relationship to a space technology and/or space system.

Implementation

Describe how you are planning on implementing your business idea.

ESA investment opportunity

State the funding or/and the technical support requested from ESA. Describe how ESA's resources, funding and incubation can benefit your business idea and business development. Explain why ESA shall invest in your business in terms of resources, funding and incubation.

Goals

Outline your short-term goals, meaning what your company wants to achieve during the incubation period. Outline your long-term goals, meaning where your company aims to be in 5-10 years.

4. Business & Activity Proposal

The Applicant is asked to produce a Business & Activity Proposal as attached in Document 2 point 4.

Presentation of the Applicant

This part of the proposal shall give a presentation of the Applicant, covering the following aspects:

Background and history of company (in the case of an existing company).

Describe the background of the company, including official name, contact details, age of company, ownership details, company capital, grants already received and industrial organization. Provide an overview of milestones already reached.

Introduction of the entrepreneur (or potential entrepreneur).

Describe the entrepreneur/inventor by providing the background and CV, as well as his/her role in the company or current involvement with the company. Has the entrepreneur/inventor committed personal time and investments to the company?

Introduction of the management team.

Describe the management team by providing the background, references and CVs of the involved persons, as well as their role in the company. Have members of the management team committed personal time and investments to the company?

Support entities.

List other supporting entities and what type of support they provide, if any (in kind, in cash, etc).

Vision.

Describe the future of the company. Where do you expect to be in 5-10 years?

Description of business idea

This part of the proposal shall give a presentation of your business idea, covering the following aspects:

Business idea

Describe your business idea, including the stage of implementation.

Core related customer needs.

Identify the customer needs which your business idea will address, if any.

Unique selling proposition

Describe the specific benefit your business idea offers the customers.

Description of the product and/or service

This part of the proposal shall give a presentation of the product or service, covering the following aspects:

Description of product/service and use.

Describe the product/service your company provides, and the use. Include how you convert your ideas and materials/labour into goods or services.

Space relationship.

Describe the space technology (hardware, software, process, methodology or data) or space system (satellite communication, satellite navigation or earth observation) your product/service is utilizing.

Non-space benefit.

Describe how applications in the non-space sector benefit from the use of your product/service.

In-depth description of technology.

Describe the core technology of your product/service (a “technology” is not necessarily hardware/software, but can also be a means of converting ideas, materials or labour into goods or services).

Stage of development of the product/service.

Describe the current status of development of the product/service.

Research and development.

Describe the way forward by stating the needed short- and long-term developments of the product/service.

Intellectual property.

If relevant, explain how you secure your own IP (e.g by the means of patents, copyrights, trademarks, trade secrets, exclusive license....) Explain how you use 3rd party IP, including details on rights of use and details on ownership.

Market Analysis

This part of the proposal shall give a presentation of the identified market, covering the following aspects:

The market.

Describe the market in which your business will be conducted, and state if you are familiar with working in this market.

The market sectors.

Describe the market sectors within the market in which your business will be conducted, and state if you are familiar with working in any of these market sectors.

The customer.

Describe the customer your business is targeting and state if you are familiar with working with this type of customer.

The geographical coverage.

State the geographical area your business will cover.

Business model

This part of the proposal shall give a presentation of your business model, covering the following aspects:

Supply chain.

Describe where your company is placed in the supply chain.

Suppliers.

List the main suppliers for your product/service (raw materials, components, services and/or data).

Production.

Describe how the production will be organized. Include by whom, where and the capacity.

Distribution.

Describe the distribution network.

Strategy

This part of the proposal shall give a presentation of the business strategy, covering the following aspects:

The market approach.

Describe how you will reach your customers/clients.

Marketing strategy.

Describe how you will do your marketing, and who will be doing it.

Sales strategy.

Describe how you will do your sales, and who will be doing it.

Pricing strategy.

Describe how you will be pricing your product/service.

Risk analysis

Perform a risk analysis covering competition, your competitive advantage, barriers to market entry, and third party issues – and how you will address these risks. Also visualize this in a SWOT analysis as indicated in the proposal template (see Document 2 point 4.7, Fig. 1: SWOT Analysis template).

Finance

To the extent possible, the Applicant is asked to fill in the EXCEL spreadsheets attached in the proposal template (see Document 2 point 4.8, table 1: Assets & Liabilities, table 2: Profit & Loss projection). The applicant needs to double click on the spreadsheets to activate them.

Activity proposal

This part of the proposal shall provide a plan of activities for the period of incubation in the European Space Incubator, covering the following aspects:

Milestone planning.

Explain what you want to do during the incubation by listing all tasks you want to start/complete. Also visualize this in the chart attached in the proposal template (see Document 2, point 4.9.1, [Fig 2: Milestone Planning](#)). The Applicant needs to double click on the EXCEL spreadsheet to activate it.

Task description and related costs.

For each task identified in 4.9.1, fill in the task description template (see Document 2, point 4.9.2 Tasks description and related costs) indicating the related costs and technical assistance per task.

Funding and support.

Explain how you want to finance your tasks, describe which ones you want ESA and BIC Lazio to support, describe the expertise needed from the Agency and BIC Lazio in terms of manpower and other type of support.

Management.

Explain how you will organize your management, reporting, meetings and deliverables during the incubation

5. Additional Information

Any additional information relevant to the application (such as CVs, References, Publications, Letter of Support, Patents filed, etc.) may be included in this section of the proposal.

Section II. Formal Requirements, Evaluation Process and Criteria

Section II of this Call for (full business incubation proposals) Business & Activity Proposals is meant to inform Applicants of the selection process and criteria.

1. Formal requirements :

In order for the Applicant's proposal to be accepted by the Agency for evaluation, the requirements listed below need to be fulfilled.

- The Applicant's product or service is based on a transfer of space technology to, and/or utilisation of a space system in a non-space environment.
- The Applicant shall sell and deliver innovative products, processes or services (advice is excluded) for his own account and risk.
- **The Applicant shall be registered with a Lazio chamber of commerce prior to the start of the business incubation: No contract can be placed prior to the evidence of such registration provided by the applicant.**
- **The Applicant's first registration at a chamber of commerce shall have taken place no longer than 5 years prior to submission of Applicant's proposal to the Agency.**
- The Applicant states not to be hosted in another business incubator – or entity or organisation providing similar support, for the duration of the incubation contract.

- The applications shall include the following documents:
 - substitute statement of certification, signed by legal representative, including a copy of a valid identification document (Annex 1);
 - substitute statement of certification, signed by every shareholder and/or chief executive officer, including a copy of a valid identification document (Annex 2);
 - Information for privacy policy and consent to personal data treatment, signed by legal representative and every shareholder and chief executive officer (Annex 3);
 - Certification from Chamber of Commerce with wording antimafia, dated within previous six months;
 - updated accounting statement;
 - Copy of last two years balance sheets and/or last submitted income-tax return.
- The Applicant shall be an SME (i.e shall comply with the definition specified here below as NOTE 1) and shall provide the following statement:

“I state that I have read and understood the Note 1(??) to the cover letter of this ITT giving the SME definition in force, and confirm that my company satisfies the two criteria of that definition, i.e.:

- Number of employees: fewer than 250 and
 - Annual turnover: not exceeding 50 million Euros or an annual balance sheet total not exceeding 43 million Euros having being calculated according to the Rules specified in NOTE 1 under Section II point 1 of the Call for proposals *for business incubation ref*”
- In case the Applicant has legal personality, the Applicant shall not form part of a group at the time of submission of the Applicant’s proposal to the Agency. This means that no less than half the issued capital or voting rights shall be owned – directly or indirectly – by the authorised representatives applying on behalf of the Applicant. In case the Applicant is a legal entity without legal personality, the Applicant shall be a fully authorised general partner.
 - By completing the State Aid Declaration Form the Applicant declares all state aid received during the three years prior to the first submission of the Applicant’s proposal to the Agency. The Applicant shall furthermore inform the Agency of any state aid received during the execution of the incubation contract.
 - The Applicant shall not conduct business activities promoting, or being related to, alcohol, tobacco, religion, politics, intolerance, violence, firearms, pornography, obscenity, gambling or illegal drugs.
 - The Applicant shall communicate in the English language. For the initial proposal (response to the Open Call) the Italian language is also accepted. The final one must be in English Language.

NOTE 1: DEFINITION OF SME

(as per the Recommendation of the European Commission 96/280/CE, of 3 April 1996)
(CEU Journal No L.107/8)

1. Small and medium-sized enterprises, hereinafter referred to as "SMEs", are defined as enterprises which:
 - Have fewer than 250 employees, and
 - Have either,
 - An annual turnover not exceeding 40 million EURO, or
 - An annual balance-sheet total not exceeding 27 million EURO,
 - Conform to the criterion of independence as defined in paragraph 2
2. Independent enterprises are those which are not owned as to 25% or more of the capital or the voting rights by one enterprise, or jointly by several enterprises, falling outside the definition of an SME. This threshold may be exceeded in the following two cases:
 - If the enterprise is held by public investment corporations, venture capital companies or institutional investors, provided no control is exercised either individually or jointly,
 - If the capital is spread in such a way that it is not possible to determine by whom it is held and if the enterprise declares that it can legitimately presume that it is not owned as to 25% or more by one enterprise, or jointly by several enterprises, falling outside the definition of an SME.
3. In calculating the thresholds referred to in paragraph 1 it is necessary to cumulate the relevant figures for the beneficiary enterprise and for all the enterprises which it directly or indirectly controls through possession of 25% or more of the capital or the voting rights.
4. Where, at the final balance sheet date, an enterprise exceeds or falls below the employee thresholds or financial ceilings, this is to result in its acquiring or losing the status of "SME" only if the phenomenon is repeated over two consecutive financial years.
5. The number of persons employed corresponds to the number of annual working units (AWU), that is to say, the number of full-time workers employed during one year, with part-time and seasonal workers being fractions of AWU. The reference year to be considered is that of the last approved accounting period.
6. The turnover and balance sheet total thresholds are those of the last approved 12-month accounting period. In the case of newly-established enterprises whose accounts have not yet been approved, the thresholds to apply shall be derived from a reliable estimate made in the course of the financial year.

TENDER CONDITIONS

2. Evaluation process

Until further notice by the Agency or by BIC Lazio, Applicants are invited to submit their proposal for ESA business incubation at all times.

Upon its receipt, the Agency and BIC Lazio shall first assess the admissibility of the Applicant's proposal. The proposal is only admitted for further evaluation in case all formal requirements have been met. In all other cases the proposal shall be rejected. The outcome of this first assessment shall be communicated to the Applicant.

In case the proposal is compliant with the formal requirements, the Agency and BIC Lazio shall perform a first evaluation in order to shortlist Applicants for final evaluation. The outcome shall be communicated to the Applicant. Short-listed Applicants will be invited in writing for final evaluation.

Short listed Applicants will be requested to hold a presentation of the proposal in front of the Evaluation Board and to provide answers to any further questions the Board might have.

The proposal and the presentation will be marked against the selection criteria detailed under **3** below.

The decision regarding the application shall be notified to the Applicant in writing. This decision is without appeal.

Upon receiving notice that the application has been unsuccessful the Applicant may request to advise him/her of the reasons why the application was unsuccessful. The outcome of the evaluation will not be construed as to prevent the Applicant from submitting a renewed application.

3. Evaluation criteria

The evaluation shall be based on the way the criteria below have been addressed both in the proposal and during the Applicant's presentation.

- Formal Aspects
 - Compliance with Formal Requirements;
- Background and Experience
 - Team composition and ownership structure;
 - Support entities and ownership structure;
 - Vision.
- Business Case
 - Business idea;
 - Market;
 - Business Model;
 - Strategy;
 - Finance.
- Technology
 - Technical Feasibility;
 - Non-space benefit;
 - Research and development strategy;
 - Intellectual Property strategy.
- Activity Proposal
 - Milestone planning;
 - Task description and related cost;
 - Funding requested;
 - Management.