

# 1. GENERAL SUMMARY

*[Please provide one page summary of the proposal].*

## 2. THE PROJECT AND THE ORGANISATIONAL STRUCTURE

### 2.1 BACKGROUND AND OVERVIEW OF THE PROJECT

*[Please provide a general description of the project].*

### 2.2 PROJECT OBJECTIVES

*[Please provide a short list/description of the objectives of the project (e.g. scientific, technical, marketing objectives) and of the benefits that it provides to your customers].*

### 2.3 ORGANIZATIONAL STRUCTURE

*[Please provide the main public information about your company and its partners or parties involved in the venture, if any, e.g. corporate or company status, registered office, brief company history, area of business, number of employees, annual turnover. Please specify also how you and your partners or parties interact in the management of the project].*

## 3. PROJECT SCENARIO AND PROJECT SCHEDULE

### 3.1 PROJECT SCENARIO

*[Please provide a detailed breakdown of the activities that your planned project includes or requires. The activities should be described in chronological order. If your product is to be a payload flying to the ISS, this part of the commercial proposal is crucial, the activities must be described in chronological order, step-by-step and kept separate in 3 different groups: pre-flight, in-flight and post-flight activities].*

### 3.2 PROJECT SCHEDULE

*[Please specify the activities and milestones of the project, including the planned duration of each activity and the target period of the year in which you intend to perform the project as well as the planned marketing campaign, if any].*

## 4. TECHNICAL ASPECTS

### 4.1 TECHNICAL DATA AND SPECIFICATIONS OF THE PRODUCT OR SERVICE

*[If your product is to be a payload flying to the ISS, this part of the commercial proposal is crucial. Please indicate first of all whether your payload is a COTS-Commercial-Off-The-Shelf or a CEND-Commercial-Equipment-Newly-Developed and whether it is a passive or an active payload. Please specify in the most precise way possible all the technical details, starting with dimensions, mass, power and component materials, bearing in mind that your payload has to meet the ISS safety and ISS interfaces standard requirements as well as the launch vehicle safety standard requirements.*

*If the payload has to interface also with the launcher devices, the Launcher interfaces have to be taken into account. Please provide detailed information, possibly adding pictures, technical tables and drawings, about the technical characteristics of your product or service as well as the way it will interact with other product or services part of the project. Please indicate also at which stage the payload development is and how many Flight Models you intend to provide to ESA].*

#### **4.2 TECHNICAL CRITICALITIES AND RISKS IDENTIFIED, IF ANY**

*[Please highlight the technical criticalities and risks elements of the project that you have identified. If your product is a payload, please indicate these criticalities in the best manner possible maintaining the structure 1. ISS safety, 2. ISS interfaces, 3. Launcher safety, 4. Launcher interfaces].*

#### **4.3 ESA FACILITIES**

*[Please indicate the ESA facilities, including on-ground facilities that your project requires. If your product is to be a payload flying to the ISS, this list should be drawn up maintaining a distinction between the facilities necessary during the pre-flight activities, those necessary during the in-flight activities and those necessary during the post-flight activities. The ESA Price List as well as the information provided by the Commercial Agents or the CPO should help you in doing so].*

#### **4.4 ESA RESOURCES**

*[Please indicate the ESA resources that your project requires. If your product is to be a payload flying to the ISS, this list should be drawn up maintaining a distinction between the resources necessary during the pre-flight activities, those necessary during the in-flight activities and those necessary during the post-flight activities. Among the pre-flight resources, astronaut-training activities should also be considered. With reference to the in-flight resources, the most relevant are: crew time, power and stowage. The ESA Price List as well as the information provided by the Commercial Agents or the CPO should help you in doing so].*

#### **4.5 ESA SERVICES**

*[Please indicate the ESA services, including on-ground services that your project requires. If your product is to be a payload flying to the ISS, this list should be drawn up maintaining a distinction between the services necessary during the pre-flight activities, those necessary during the in-flight activities and those necessary during the post-flight activities. Among the in-flight services the most relevant are: payload transportation and data transmission. The ESA Price List as well as the information provided by the Commercial Agents or the CPO should help you in doing so].*

#### **4.6 OTHER FACILITIES, RESOURCES OR SERVICES, IF ANY**

*[If your project requires facilities, resources or services, not provided by ESA, please indicate whether all these have been identified and agreed in principle with the respective 'ISS Service Provider', being either one of the Co-operation Agreement Industrial Partners or a third party. For each facility, resource or service, please mention which is acting as ISS Service Provider].*

## **5. ETHICAL ASPECTS**

#### **5.1 INVOLVEMENT OF ISS IMAGE**

*[Please indicate whether your project involves the image of the International Space Station (ISS) and if it does describe how you would use it and how you would be associated with the image of the ISS].*

## **5.2 INVOLVEMENT OF ESA IMAGE**

*[Please indicate how your project would involve the image of the European Space Agency (ESA) and describe also how you intend to use the ESA image and in association with what. If you have planned to use the ESA logotype or any ESA owned trademark, please give further details in the appropriate section dedicated to commercial and contractual aspects].*

## **5.3 INVOLVEMENT OF PERSONAL IMAGE OF AN ASTRONAUT OR AN ESA MEMBER OF STAFF**

*[Please indicate how your project would involve the image of the European Space Agency (ESA) and describe also how you intend to use the ESA image and in association with what. If you have planned to use the ESA logotype or any ESA owned trademark, please give further details in the appropriate section dedicated to commercial and contractual aspects].*

## **5.4 COMMERCIAL AND CONTRACTUAL ASPECTS**

*[Please indicate here those commercial and contractual aspects that your project requires in areas such as exclusivity, geographical coverage, licence, confidentiality, intellectual property rights, duration, etc. This section will be of particular importance if your project is in the area of technology demonstration, sponsorship and advertising or necessitates marketing rights in general].*

# **6. FINANCIAL ASPECTS**

## **6.1 PROJECT SELF-FINANCING CAPABILITY**

*[Please state here your self-financing capability to cover the project costs. ESA reserves the right to request evidence of the above (e.g. a letter of credit from a bank). This will be dependent upon the overall project costs, related financial aspects and the size of your company].*

## **6.2 PROJECT FINANCING CAPABILITY AND CO-OPERATION AGREEMENT INDUSTRIAL PARTNERS SUPPORT**

*[If your self-financing capability is not equivalent to 100% of the project costs, but you have gained the 100% coverage through other secured sources of funding (e.g. bank loan) or you have gained Promotion Support from the Co-operation Agreement Partners, please indicate to what extent these additional forms of project financing amount. The public/private financing ratio should also be stated. The Business Plan does not have to be attached].*

## **6.3 REQUEST OF 'ESA PROMOTION SUPPORT'**

*[If your financial capability – meaning, your self-financing capability together with any other source of financing you have gained either from the Co-operation Agreement Industrial Partners or any other party - does not cover 100% of the project costs and you require 'ESA Promotion Support', this may be requested. However if you do request ESA Promotion Support, you must: a) write a statement in which you expressly ask for ESA Promotion Support, b) define which kind of support you are asking for, using the categories below and c) attach a Business Plan to this Commercial Proposal. The ESA Promotion Support is restricted to the space related part of the project and is limited to the minimum required to make a project commercially feasible. It will be granted depending upon the general solidity of your Commercial Proposal, the viability of the Business Plan and the assessment of your project according to the specific evaluation criteria. The granting of ESA Promotion Support implies contractual negotiation in matters of Intellectual Property Rights, which will result in the form of the payment of royalties or fees to ESA. The form of reimbursement should also be proposed].*

### **6.3.1 IN-CASH SUPPORT**

*[ESA in-cash support may consist of: direct funding of the project costs; deferred payments in relation to ESA ISS resources and services and price reduction in relation to ESA ISS resources and services up to 50 % of the end-to-end project costs].*

### **6.3.2 IN-KIND SUPPORT**

*[ESA in-kind support is in principle available only for the implementation phase of each project, which is basically the phase that begins with the signature of the contract with ESA and ends with the launch of the payload. Among others are forms of in-kind support: on-ground services related to payloads or precursor flight opportunities as well as the provision of test facilities and expertise].*

### **6.3.3 FORM OF REIMBURSEMENT**

*[If you have requested Promotion Support from ESA, please indicate what form of income sharing you propose. Should you not intend to share project-related income with ESA, please indicate what form of in-cash or in-kind payback you would propose. These may be granting of royalties or fees to ESA or the provision of services to ESA].*

## **7. PROJECT MANAGEMENT AND KEY-PERSONNEL**

### **7.1 PROJECT MANAGEMENT**

*[Please provide information about the project organisation structure with specific reference to the responsibilities of the personnel involved].*

### **7.2 KEY-PERSONNEL**

*[Please indicate the name and contact details of your Project Manager and key business and technical personnel].*

# COMMERCIAL PROPOSAL GUIDELINES

*[The structure below should be considered as a guideline rather than a template. Some sections and sub-sections may not be fully applicable to your project due to the significant variety and diversity that there is between potential commercial projects that are presented to ESA].*

*[Name of Commercial Proposal]*

Submitted to:

European Space Agency  
Commercial Promotion Office/HME-EC  
Keplerlaan 1  
NL-2201 AZ Noordwijk  
The Netherlands

Submitted by:

Customer's data:

- *Company name*
- *Full address*
- *Place and registration number at the Chamber of Commerce*

Reference number:

Date:

Index:

*[Please provide an index. – Optional –].*