

SME SUPPORT REQUIREMENTS

Findings from the survey

Nora Bougharouat
Head, SME Unit
European Space Agency

INTRODUCTION: ESA SME POLICY

1. **The 1997 M-Council** called upon ESA to set aside a special place for SMEs with balanced access to its technology activities by:
 - a) Making firm provision to involve SMEs in technology work plans;
 - b) Offering SMEs technical support from experts and laboratories.
 - c) Tailoring the rules on co-financing to the size of enterprises;
2. **SME Initiative Approved by IPC on 4.3.98.**
3. **Ministerial Council of May 1999 Put it on a permanent footing** , and asked ESA to further develop the action taking into account the experience gained during the trial period.
4. **The November 2001 M-Council resolution CONFIRMS** *the important role played by SMEs in creating a dynamic of growth and employment in Europe in all areas, and in particular in developing downstream services, products and technology derived from European space programmes, INVITES the Director General to reinforce the action taken by the Agency in this respect, and STRESSES the need to exploit the synergies with the European Union and national agencies.*

SME UNIT : MISSION STATEMENT

- **To give the opportunity to SMEs** to participate to ESA programmes through the validating & adaptation of their technologies to meet space engineering requirements, ... via
 - ✓ Funding of spin-in activities of SMEs,
 - ✓ Training and access to ESA technical facilities/experts
 - ✓ Fostering partnership & networking with other space industries

- **To allow ESA and space industry to access & benefit from** the dynamism, flexibility, innovative & cost effectiveness of SMEs

- **To define & implement appropriate measures** to reinforce the technical capabilities & sustainability of SMEs.

THE SME INITIATIVE CONTENT

The SME Initiative consists in a variety of measures, ranging from funding of technology actions to delivery of Training. Typical actions:

1. Dedicated technology programme encouraging Spin-in (LET-SME)
2. Help to SMEs' activity Diversification (Technology Transfer, etc.)
3. Provision of Training and technical support to SMEs
4. Provision of better information and Networking Possibilities
5. Simplification and Streamlining of Procedures for Small Contracts
6. Facilitating Access to ESA Technical Facilities and Experts

Last action not sufficiently covered: ESA staff workload too high.



SineQuaNet

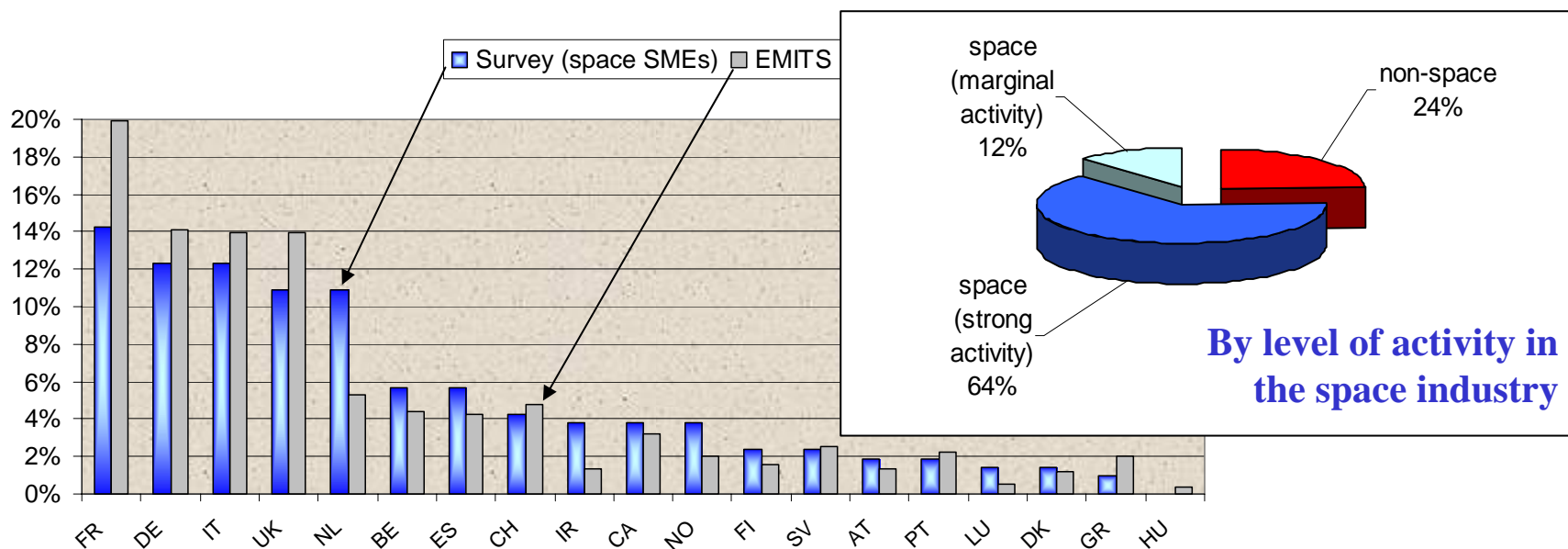
SineQuaNet SURVEY QUESTIONNAIRE

Web based survey conducted during spring 2006:

- **Profile of respondents (activity sector, quality standards, etc.)**
- **Target market(s)** for which the expert support will be used
- **Needs for Space engineering** support (hands-on expert support)
- **Disciplines and/or Technologies** associated with space engineering needs
- **Needs for Project management** support (hands-on expert/Training)
- **Needs for Space product assurance** support (hands-on expert/Training)
- **Needs for access to calibration & test facilities/services**
- **Needs for Training**

279 responses (useable, from 320 received), attitude measurement'' class of survey: for 95% confidence level of results, statistical precision : $\pm 5.9\%$

RESPONDENT DEMOGRAPHICS

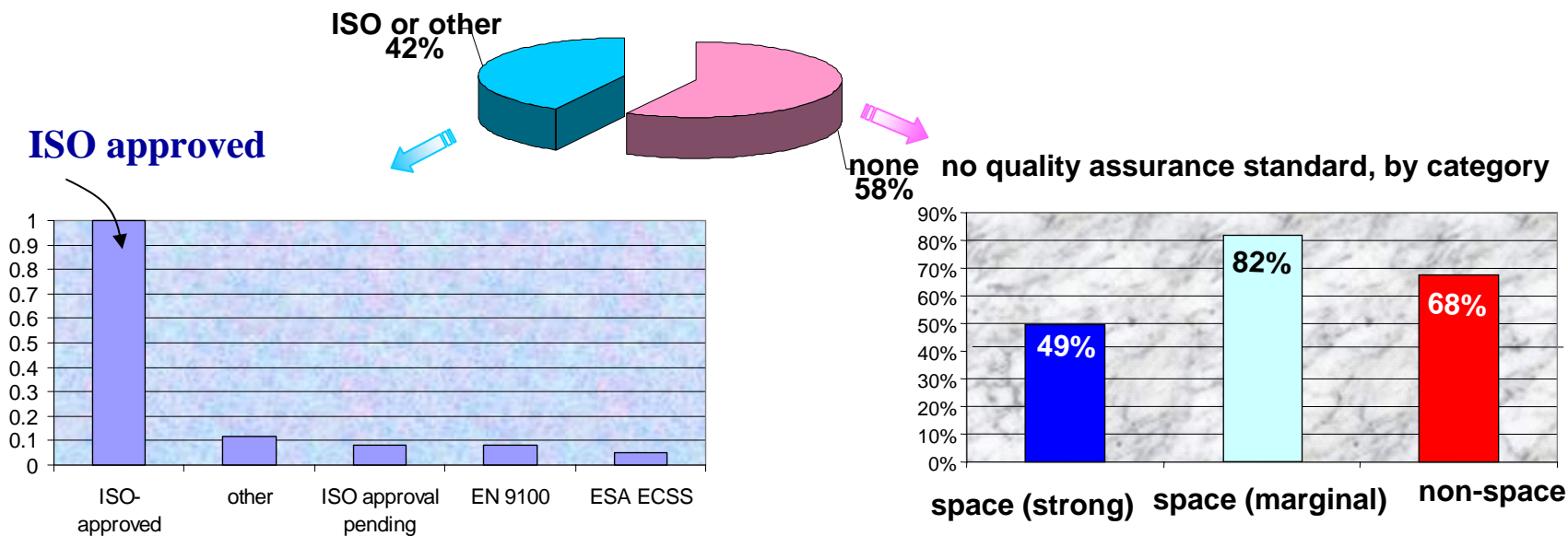


Assessment of sample representativeness against ESA Potential Bidders list

ECSS and other Standards

Qu.: « To what quality standards is your company approved? »

Approval to International Quality Standards

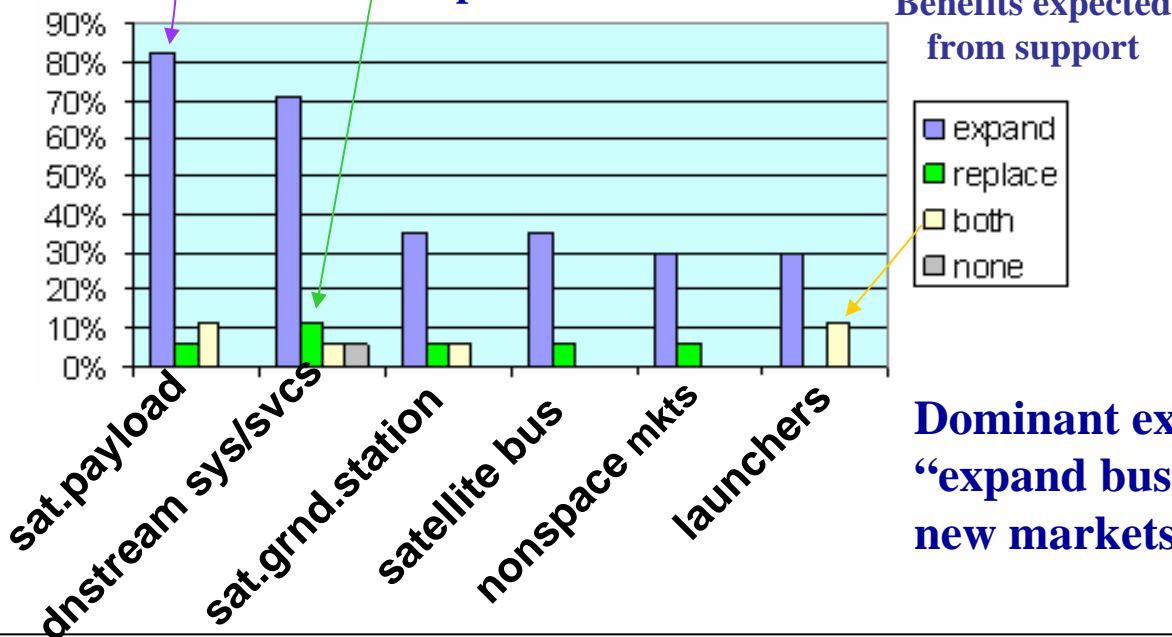


HOW WILL EXPERT SUPPORT HELP THE COMPANY'S BUSINESS?

Example: SMEs with a marginal space activity

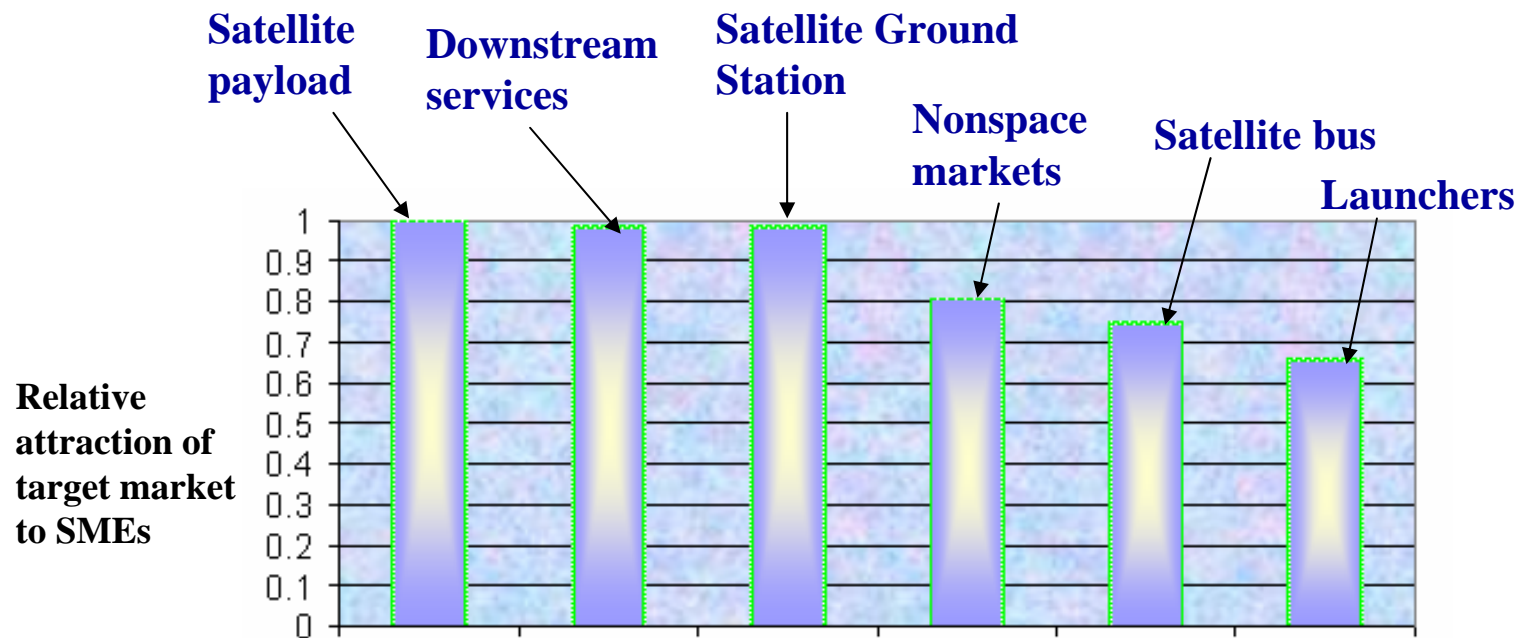
**Expand business
Into new markets**

**Replace existing
product**



**Dominant expectation =
“expand business into
new markets”**

THE TARGET MARKETS FOR EXPANSION

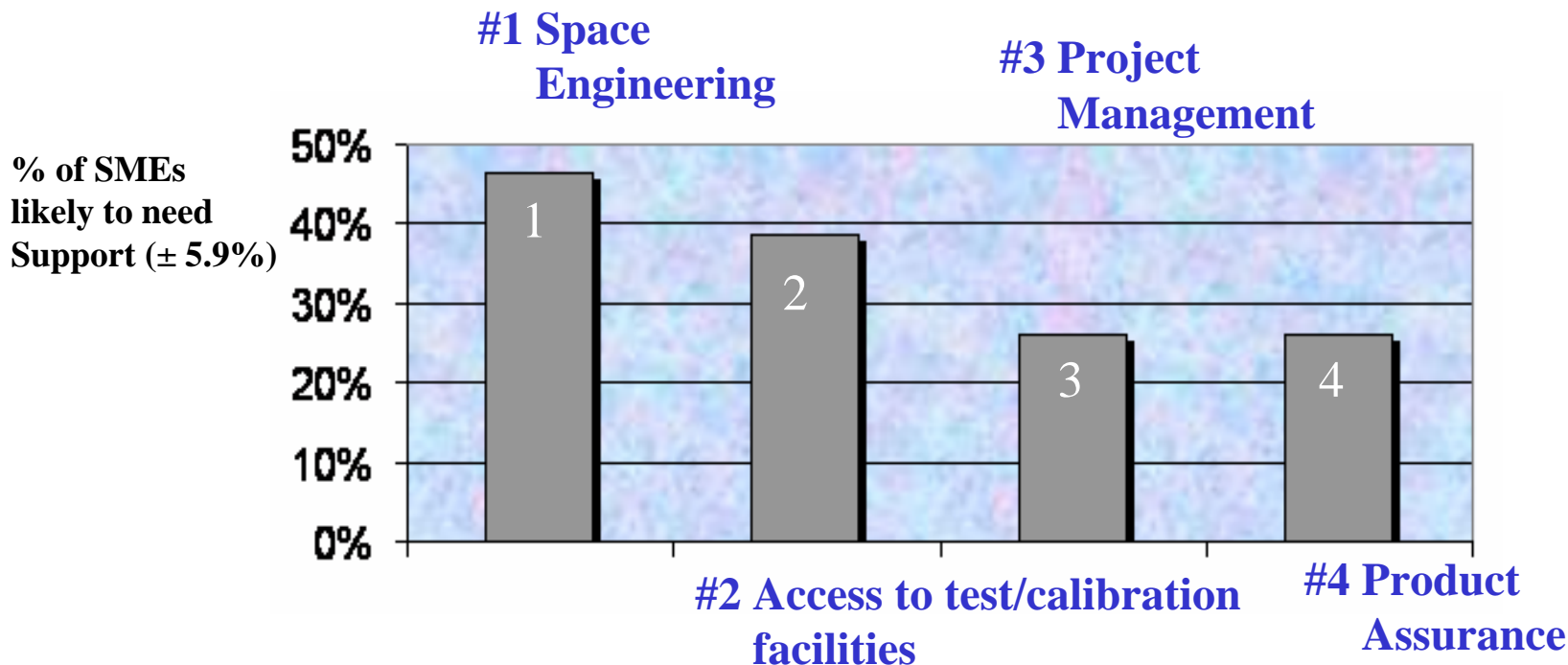


All SMEs=strong + marginal + no space activity

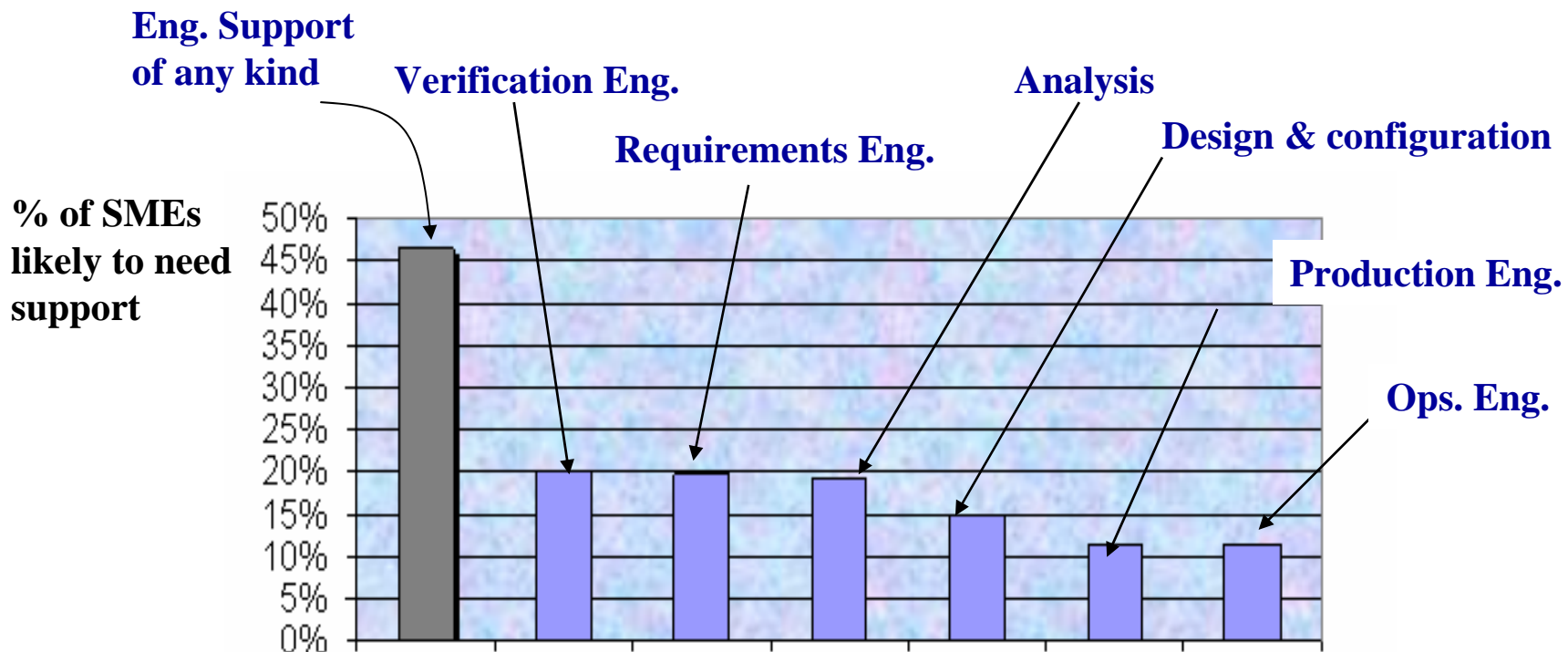
Nearly 60% of the SMEs intend to use the support for business development

AN OVERVIEW OF PRIORITIES

As defined within the survey questionnaire



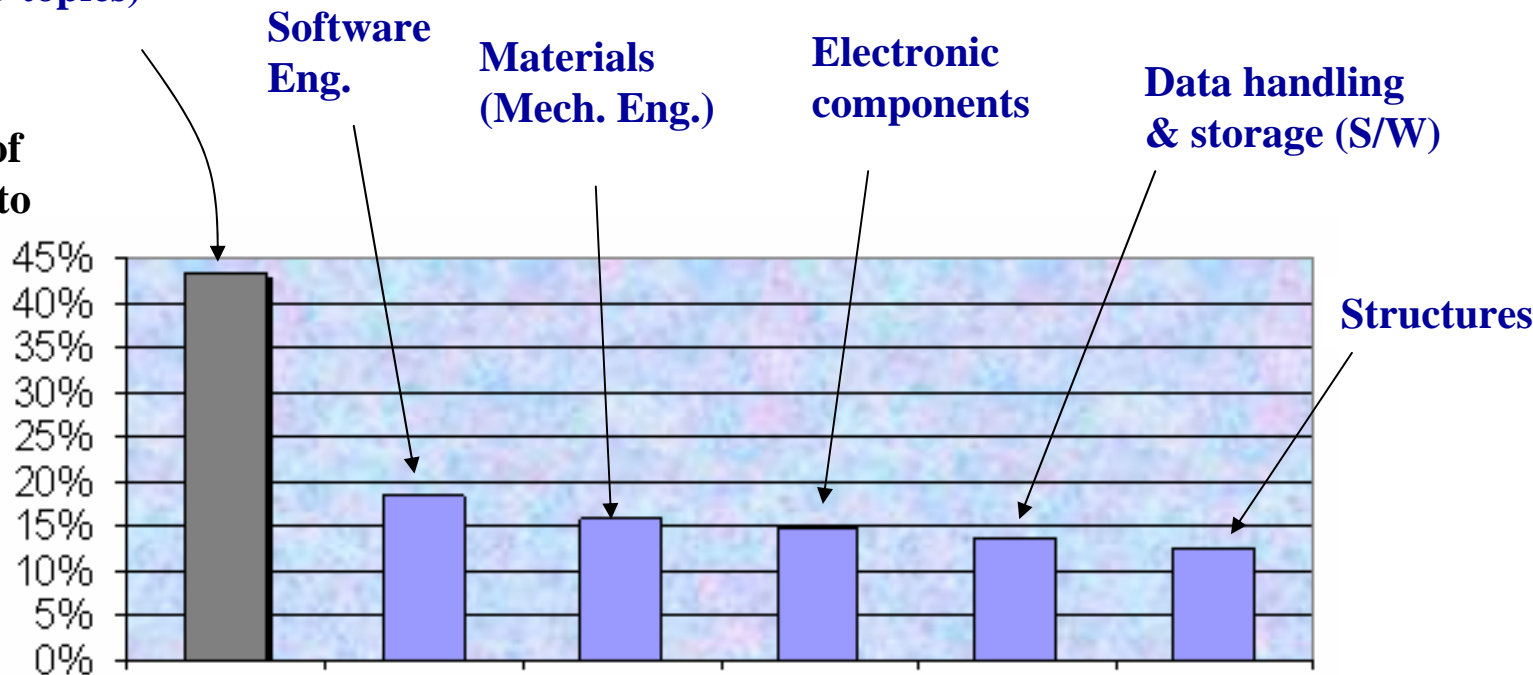
SMES' PRIORITY #1 : SPACE ENGINEERING



ENGINEERING SUPPORT IN SPECIFIC FIELDS

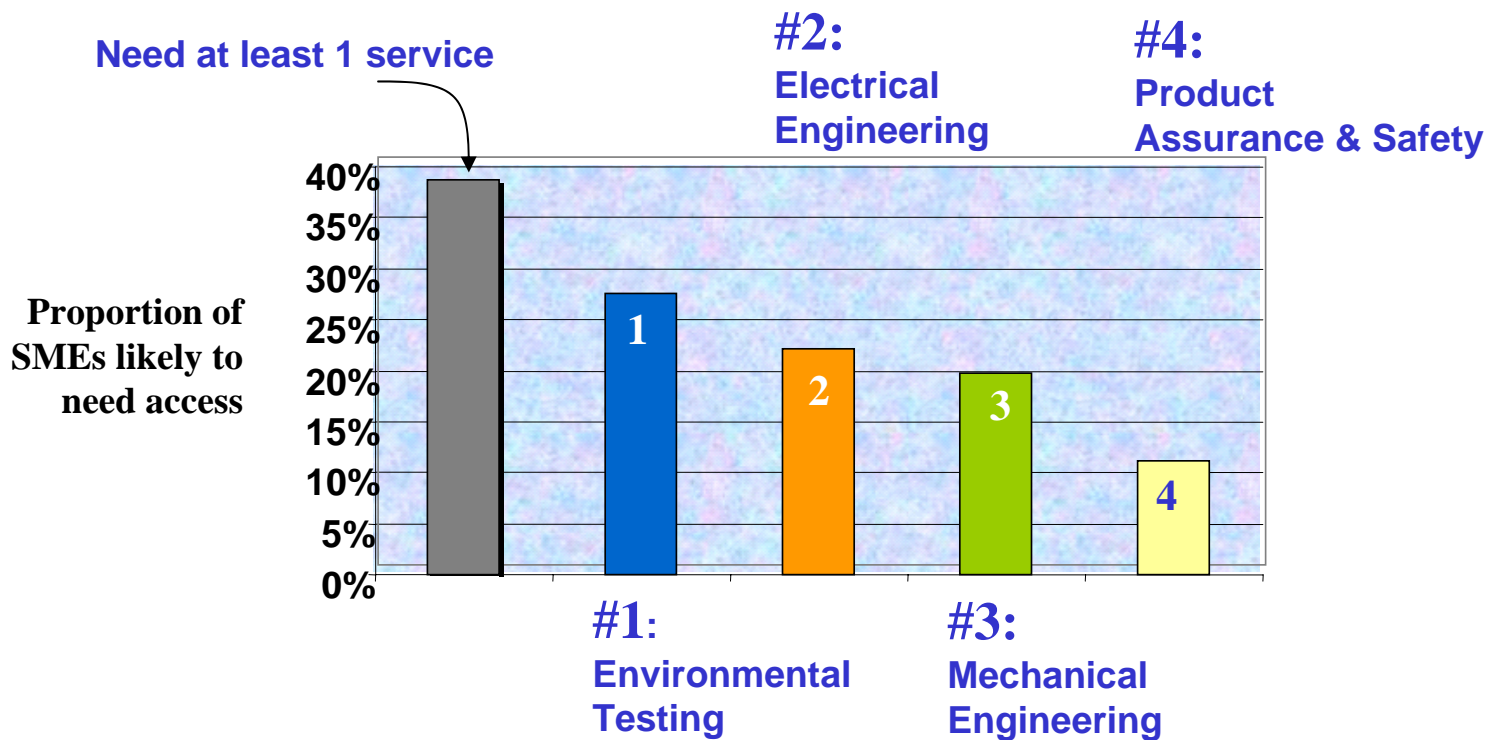
**Eng. Support
(top 5 topics)**

**Proportion of
SMEs likely to
need
support**



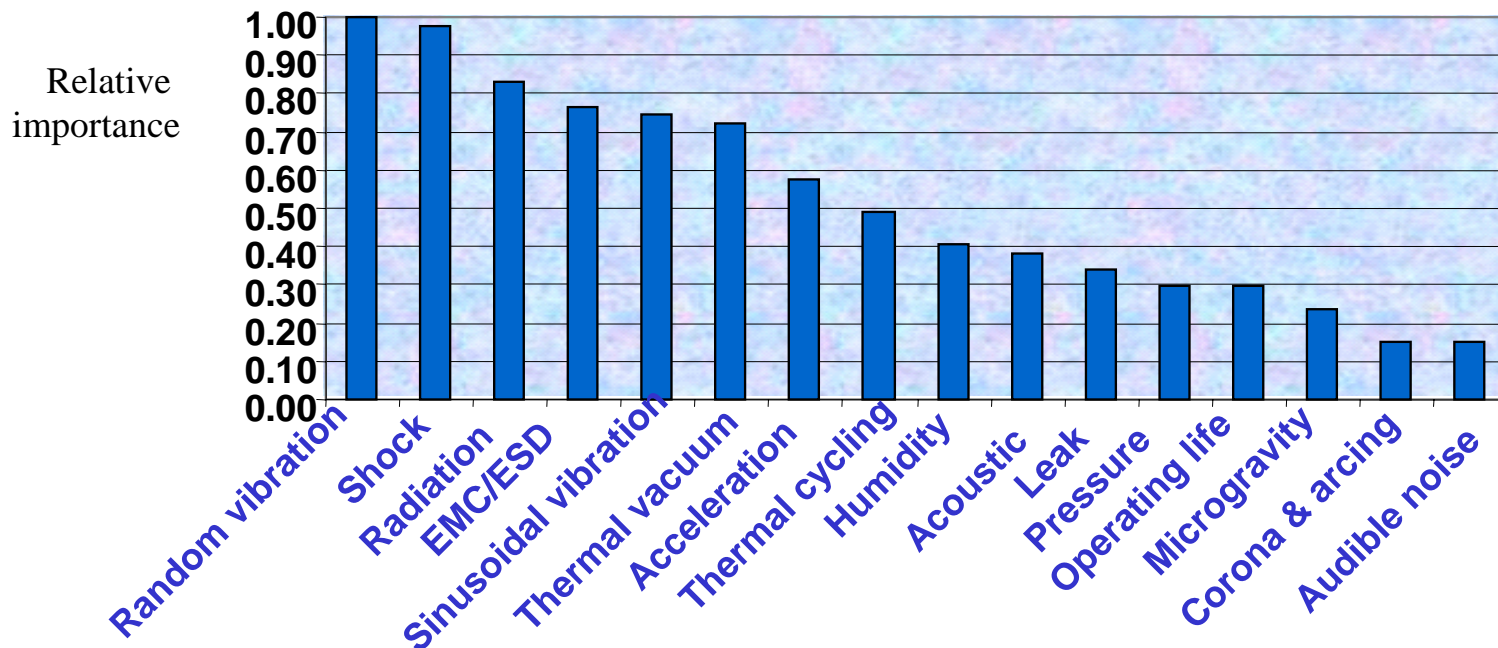
PRIORITY #2 : TEST/CALIBRATION FACILITIES

by Category of Facility

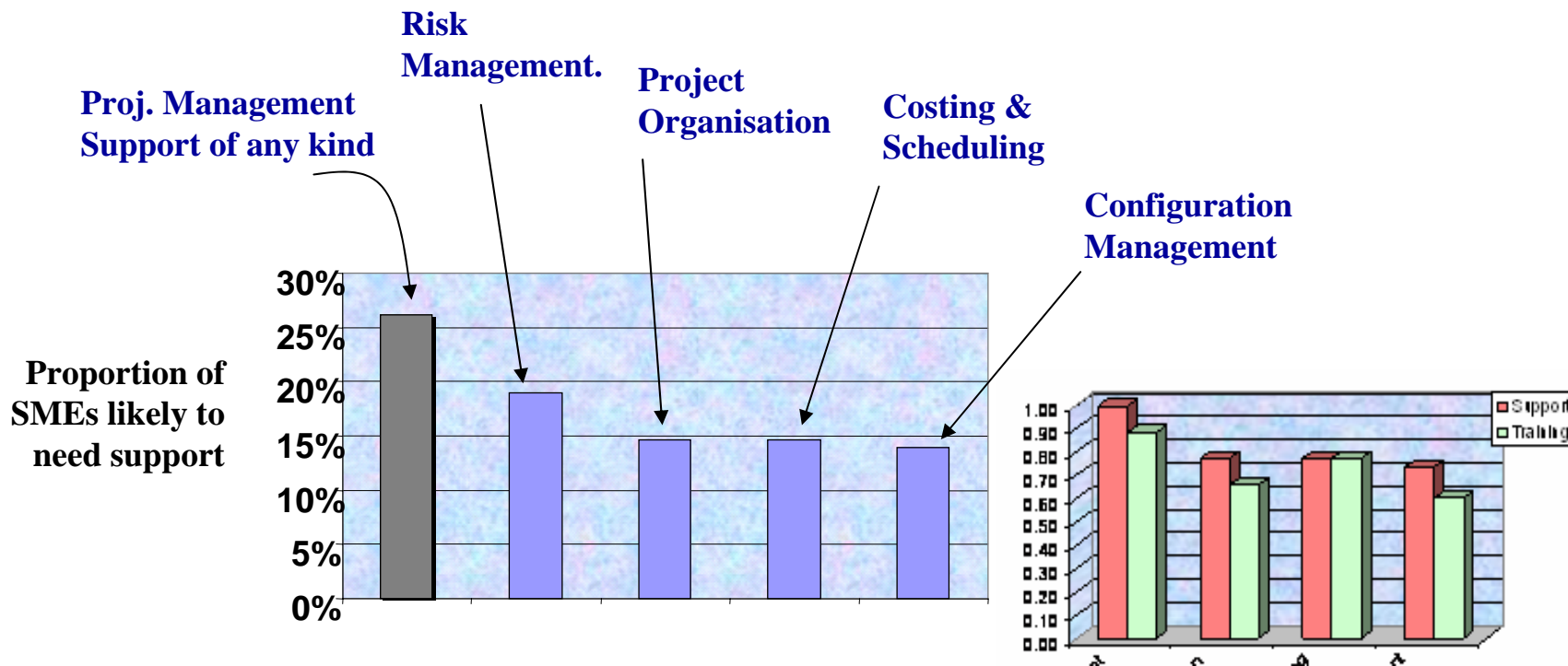


PRIORITY #2 : TEST/CALIBRATION FACILITIES

Details for Environmental testing



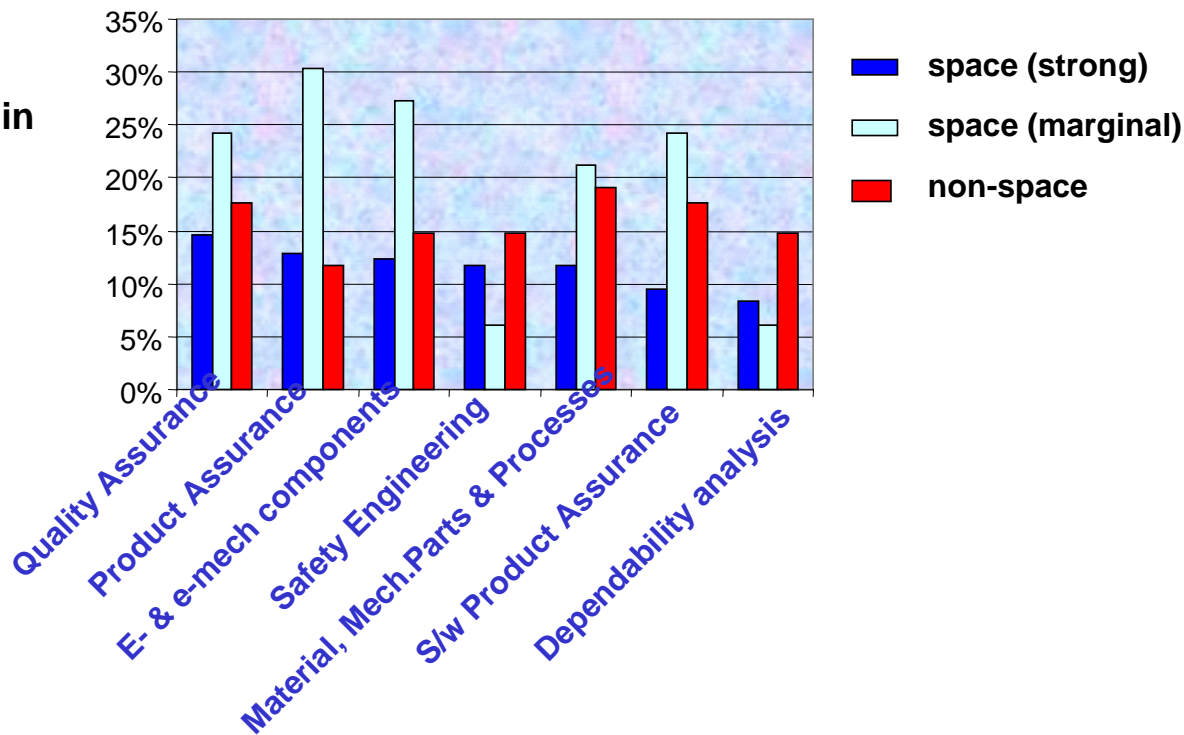
PRIORITY #3 :SPACE PROJECT MANAGEMENT



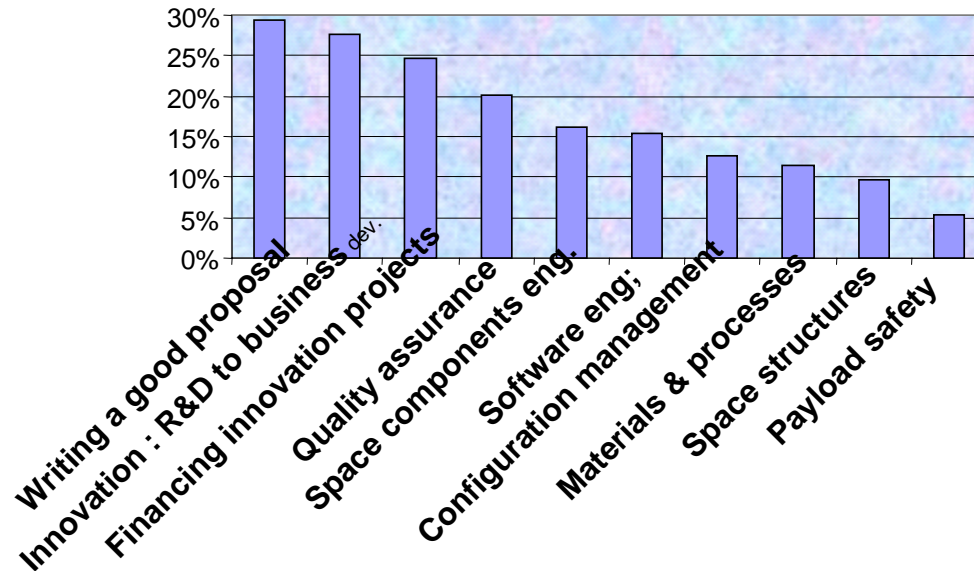
Hands-on expert support?
or Training?

PRIORITY #4 :SPACE PRODUCT ASSURANCE

Level of need
(as % of SMEs in
each category)



SMEs NEEDS FOR TRAINING



Top 3 courses identified as being most useful:

1. “writing a good proposal” (in demand by 30% of SMEs)
2. “innovation : R&D to business development” (in demand by 28% of SMEs),
3. “financing innovation projects”

To Qu.: « Do you need training in space product assurance? »,
 15 % of SMEs with a strong space activity replied « Yes »

OTHER NEEDS OF SMEs

Not specifically defined in the questionnaire.

Question answered by 154 SMEs, by filling in a free box, using their own words.

Partnership and Business development:	16% of SMEs
Legal Support (including Licensing):	3.2% of SMEs
Mentoring	3.2% of SMEs
Needs for funding:	2.6% of the SMEs
Standardisation:	1.3%
Technology transfer:	1.3%

SineQuaNet:

is intended to support Space Project Engineering Processes & Management
but is not intended to help with : Partners search, Funding, Mentoring, etc.