

SECTION I: Instruction for Business & Activity Proposals

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 (BAP). Any relevant information in addition to the required information is welcomed.

Content of proposal

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 the document ESA BIC UK Application Template – Cover Letter and Requirements Checklist. The cover letter must clearly state that the draft contract conditions are read, understood and accepted, and that any of the Applicant's terms and conditions do not apply.

It shall also provide the name, address, e-mail and telephone number of the Applicant to whom all communications relating to the proposal shall be addressed, as well as the names, e-mail 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.

The Applicant is specifically asked to fill in the Requirements Checklist in the document ESA BIC UK Application Template – Cover Letter and Requirements Checklist, and to confirm by signing the Cover Letter that the application is compliant. The Applicant is welcome to provide additional information on any aspect of the Requirements Checklist.

2. Incubation Proposal

The Applicant is asked to produce an Incubation Proposal containing Activity Proposal, Management, Financing and Funding Request, and Support Request, following the document ESA BIC UK Application Template – Incubation Proposal. Please limit the Incubation Proposal to a maximum of 10 pages.

3. Business Plan and Executive Summary

The Applicant is asked to produce a Business Plan as provided in the document ESA BIC UK

Application Template – Business Plan.

Please limit the Business Plan to a maximum of 25 pages, with 20 pages as the maximum length of the core section. Any additional information relevant to the application (such as CVs, References, Publications, Letter of Support, Patents filed, etc.) may be included as annexes, but within the overall page limit of 25 pages.

SECTION II: Evaluation Process and Evaluation Criteria

1. Evaluation process

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

Upon its receipt, SIL shall first assess the admissibility of the Applicant's proposal. The proposal is admitted for further evaluation where all formal requirements have been met. The outcome of this first assessment shall be communicated to the Applicant.

Where the proposal is compliant with the formal requirements, Applicants will be invited in writing to present the proposal in person to the above-mentioned Tender Evaluation Board (TEB) and to provide answers to any further questions the Board might have.

The proposal and the presentation will be marked against the evaluation criteria detailed below.

The TEB makes a decision regarding the application which is final and non-appealable. The ESA BIC UK Manager is responsible for notifying the Applicant in writing.

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

Upon receiving notice that the application has been successful the Applicant is requested to register his/her company at Companies House prior to incubation, if not already done, according to the Requirements Checklist.

2. Evaluation criteria and weighting factors

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 (required)
 - Compliance with the Call's General and Specific Requirements of ESA BIC UK
 - Acceptance of tender conditions
- Background and Experience (weighting 25%)
 - Experience and team composition
 - Support entities

- Vision
- Technology/Service (weighting 20%)
 - Space Connection
 - Technical feasibility of the product/service to be developed
 - Product development strategy
 - Intellectual Property strategy
- Value Proposition & Market (weighting 20%)
 - Value Proposition
 - Market
 - Competition
- Business Modelling & Risk (weighting 15%)
 - Revenue model
 - Finance
 - Risk
- Activity Proposal (weighting 20%)
 - Quality of the application
 - Milestone/cost planning
 - Work break down
 - Management
 - ESA BIC investment opportunity