ESA BIC Application Template – Incubation Proposal, v5.0, 26/08/2020

ESA BIC UK – Issue C, 01/01/2024

Incubation Proposal

**[Name of the Company]**

**[Address of the Company or of the Entrepreneur]**

**[Reference Period of Incubation: default 18 months]**

Author: <…>

Date: <DD/MM/YYYY>

Reference: <XXXX>, Issue <…> Version <…>

[Before each paragraph, you will find “writing tips”. Please use these questions as guidelines.

Applicants who do not intend to apply for Boost Funding should complete Section 1 only and delete Section 2.

Applicants who intend to apply for **Boost Funding:**

* Compete both sections 1 and 2. Both sections must be completed for your application to be considered.
* At the Tender Evaluation Board, Applicants may be accepted onto the ESA BIC UK but be deemed ineligible for Boost funding. In this event, it is expected that the Applicant will join the ESA BIC UK and complete the Incubation Plan without Boost Funding (Section 1).
* Alternatively, Applicants may be accepted onto the ESA BIC UK and also deemed eligible for Boost funding. In this event, it is expected that the Applicant will join the ESA BIC UK and complete the Incubation Plan with Boost Funding (Section 2)]

Please limit each individual Incubation Proposal Section (i.e. with Boost funding or without Boost Funding) to maximum **10 pages** including the cover page and any annexes. Don’t change or reduce the font size.

# SECTION 1: INCUBATION PLAN WITHOUT BOOST Funding

# 1. Activity Proposal

## 1.1 Milestone Planning

Writing Tips

[Please provide an overview of the schedule including a planning of the milestones (Kick-Off, Mid Term Review and Final Review). The default incubation period is set at 18 months; however, with prior agreement, an extended duration of up to 24 months may be considered for enhanced project development and success. Identify at which point of time each task begins and ends. All tasks defined in the planning must be specified in detail below.

For this, please use the PLAN table contained in the Excel file attached to this application package and insert below.]

Text

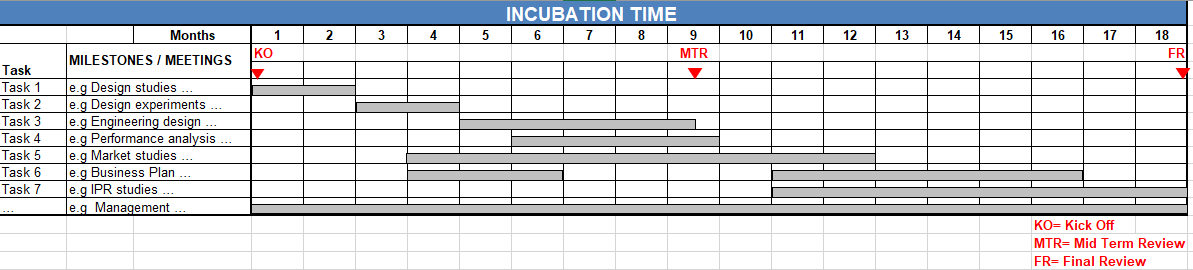


Fig.: Milestone Planning [example]

## 1.2 Task Descriptions

Writing Tips

[In this section a detailed description of each Task shall be provided. These Tasks are the core of the business incubation. Therefore, please include tasks both related to business, intellectual property and technical activities. When you break down the overall business incubation activity, please limit yourself to a manageable structure.

Please note that the space connection should be a fundamental part of the proposed incubation activity. For a “downstream” activity this means that the Incubation Proposal should include clearly defined tasks about how the space-based data, space technology, etc. is going to be integrated, further developed, or similarly, and how the related market will be developed. Similarly, for an “upstream” activity the Incubation Proposal should cover the related key technical and business activities.

Please provide task descriptions for **all** work you intend to do during incubation, not only for work related to using the incentive. If the tasks to be carried out require additional resources (e.g. financing in addition to the incentive), please make this clear in the funding table below. Explain how all activities together contribute to the goal of your company.

For each Task, please provide a table containing a detailed description using the template below. Identify the responsible person, input, objective, and output. Use Sub-tasks to detail the activities further.

The task descriptions, and especially the sub-tasks, should be detailed and specific enough for the evaluators of your proposal to understand in detail what activities will take place and how these will contribute to the development of the technology and the business. They also serve as a way for the ESA BIC to monitor progress of your company and for the incubatee as a detailed work plan. Therefore, describe not only what you will do, but also what the intended result is. For development activities, describe how you are going to validate and verify the outcome.

In the costs overview, explain which costs you expect to incur (3rd party costs, not your own working hours etc.) and from which sources they will be financed. In case you plan to use the incentive to pay for internal staff costs, then information on personnel type, forecast number of hours worked, and hourly rates are required for each Task. Please respect the restrictions related to the ESA BIC UK incentive as described in the Draft Incubation Contract and summarised below.]

Text

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Task # …** [name]  **Responsible: [name]**  **Inputs:** [e.g. output of previous tasks, results of a tests campaign, reference of publication, …  **Objective:** [describe **what** should be achieved by the end of the task and define what a successful outcome is]  **Sub-Tasks** [describe in detail what work should be performed, e.g. which steps need to be taken in order to reach the objective]   1. … 2. … 3. …   **Costs**   |  |  |  |  | | --- | --- | --- | --- | | Sub-task | Type of expense/Supplier etc. | ESA BIC UK incentive (£) | Other sources (£) | |  |  |  |  | |  |  |  |  | | Total (£) |  |  |  |   **Output:** [e.g. Design Document, Software, Hardware prototype, Test Results, Market analysis, …] |

Tab.: Task Description

# Management

Writing Tips

[Please provide a description of how you are going to manage the work during the incubation period. Describe specific challenges and how you will address them.]

Text

# 3. FINANCING and Funding Request

Writing Tips

[Please describe in detail how the company will be financed during incubation. In particular, explain which sources of financing will be used until the company can generate sufficient revenues. Note the restrictions related to the ESA BIC UK incentive and that most of this funding will be paid *after* the costs have been made. If applicable, explain how the company’s own staff will be paid and from which sources.

In the table Funding Split below, please provide per task the estimated split of the costs into “Product Development”, “IPR Management”, and “other”. Also indicate which sources will cover these costs.

The funding sources are divided into:

* The **ESA BIC UK incentive** is limited to £51,724.00. As a general rule, 50% of the incentive funding (£25,862.00, provided by ESA) has to be spent in the UK. There is no restriction on where the other 50% of the incentive funding (£25,862.00 provided by SIL or the University of Leicester) can be spent. No more than 50% of the incentive funding in aggregate (£25,862.00) can be used for rental of office space (capped - please contact your local site manager), spend outside the UK and on entrepreneur salaries. This incentive does not have to be paid back; it is provided without sales tax, but may be subject to income tax. Please refer to the Draft Incubation Contract for more details.
* **Other Sources:** Please specify additional financial sources such as financial support provided by investors, etc. as well as company/entrepreneur own/self-funding. Please specify the other funding sources.

Please ensure that “Total Costs” match “Total Funding”.

In the column “Experts”, please provide a distribution of the Technical Support or IPR/Legal support requested across the defined tasks - on top of the incentive. Note, the number of support hours available per applicant may differ for individual ESA BICs. For guidance, please contact the ESA BIC that you are applying to before you submit the application.

Please use the FUNDING table contained in the Excel file attached to this application and insert this below.]

Text



Tab.: Funding Split

# 4. Support Request

## 4.1 Technical and IPR Support

Writing Tips

[Please define in your own words, what type of Technical and Legal/IPR Support you request from the ESA BIC in order to develop your product/service. Technical support is typically provided as advisory support and is typically related to the use of space technology, data with space origin or methodologies developed within the space engineering domain. Sometimes access to facilities is available as technical support. IPR support is typically related to patents and other types of intellectual property. Note, the support provider may differ for individual ESA BICs. For guidance, please contact the individual ESA BIC that you are applying to before you submit the application.]

Text

## 4.2 Business Support

Writing Tips

[Please define in your own words what type of Business Support you request from the ESA BIC in order to establish and grow your company. Such support is typically provided through coaching and training. Note, the support provider may differ for individual ESA BICs as well as the number of support hours available per applicant. For guidance, please contact the individual ESA BIC that you are applying to before you submit the application.]

Text

## 4.3 Office Support

Writing Tips

[Please define the number of desk places and further requirements such as laboratory space. Please note, that you will typically be required to rent office or lab space, while common facilities such as meeting rooms at the ESA BIC may be provided free of charge during incubation. For guidance, please contact the individual ESA BIC UK location that you are applying to before you submit the application.]

Text

SECTION 2: Incubation PLAN With Boost funding

Applicants wishing to apply for Boost funding should complete the section below in addition to the section above. It is expected that Applicants Incubation Plans will have different outputs and completion timelines, and that may include extra tasks that reflect the additional funding available.

Please limit each individual Incubation Proposal Section (i.e. with Boost funding or without Boost Funding) to maximum **10 pages** including the cover page and any annexes. Don’t change or reduce the font size.

1. Activity Proposal
   1. Milestone Planning

Text

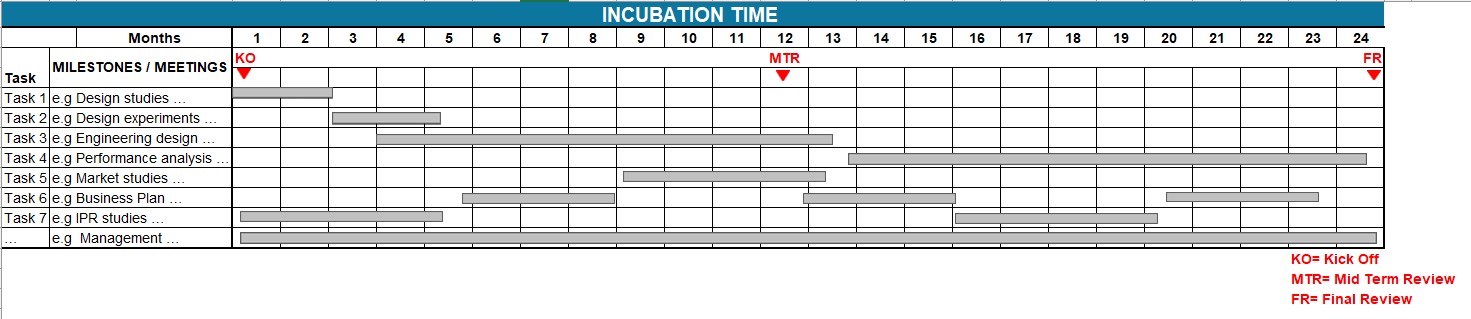


Fig.: Milestone Planning [example]

* 1. Task Descriptions

Text

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Task # …** [name]  **Responsible: [name]**  **Inputs:** [e.g. output of previous tasks, results of a tests campaign, reference of publication, …  **Objective:** [describe **what** should be achieved by the end of the task and define what a successful outcome is]  **Sub-Tasks** [describe in detail what work should be performed, e.g. which steps need to be taken in order to reach the objective]   1. … 2. … 3. …   **Costs**   |  |  |  |  | | --- | --- | --- | --- | | Sub-task | Type of expense/Supplier etc. | ESA BIC UK incentive (£) | Other sources (£) | |  |  |  |  | |  |  |  |  | | Total (£) |  |  |  |   **Output:** [e.g. Design Document, Software, Hardware prototype, Test Results, Market analysis, …] |

Tab.: Task Description

1. Management

Writing Tips

[Please provide a description of how you are going to manage the additional Boost Funding work during the incubation period. Describe specific challenges and how you will address them.]

Text

1. FINANCING and Funding Request

Writing Tips

[Please describe in detail how the company will be financed during incubation (as above) but taking into account the additional funds if the Boost is awarded. ]

Text



Tab.: Funding Split

1. Support Request
   1. Business Support

Writing Tips

[Please define in your own words what type of Business Support you may require from the ESA BIC in order to secure the investment required by the Boost award.]

Text