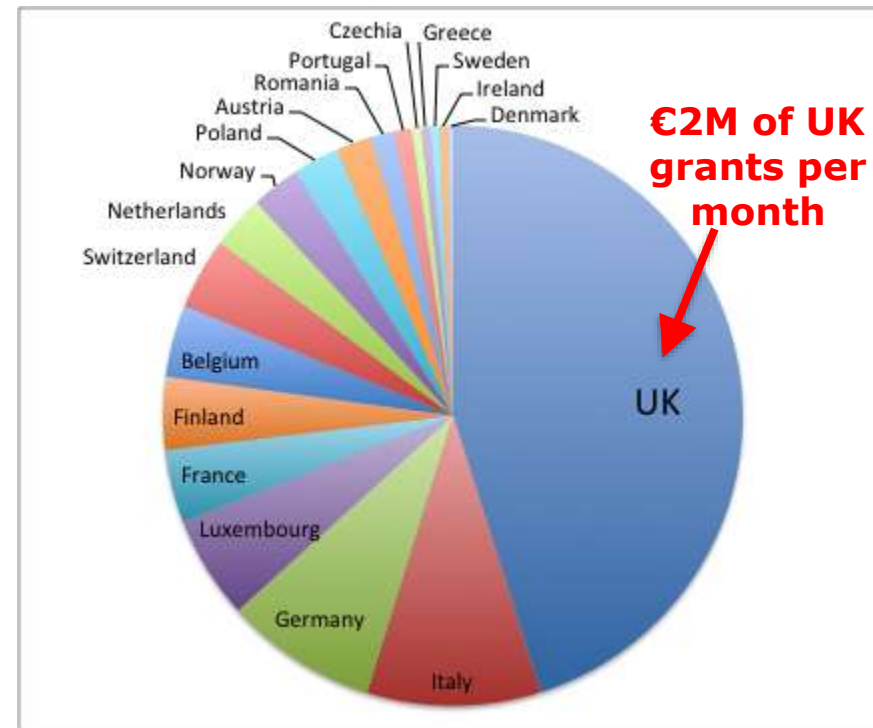


Business Applications of Space

You need a satellite for that

Dr Nick Appleyard
Head of Integrated Applications

ESA Member States and cooperation agreements



ESA Business Applications "IAP" Budgets 2017-19 (total €200M)



ESA Business Applications – Rules of Play



	Typical Project cost	ESA co-funding rate
Development / Demo Project	€1-3M	50%
Feasibility Study	€250k	50% Or 100% for ESA themed calls
Kickstart	€80k	75%

- Commercial application using ANY space asset + other systems as needed
- What's your business plan? Involve your users and customers
- ESA's business and technical consultancy is part of the package
- UKSA must sign off before ESA will fund you



2017 Work Plan*



Kick-Start €60k. 75% funded

- Outdoor tourism
- Automated road transport
- Ageing population
- Food security
- Arctic & Sub-Arctic Regions
- Space for Financial Services
- Wildlife Protection
- People Mobility
- Space for Municipalities
- Commercial Climate Services

Feasibility Studies €200-€250k. 100% funded

- Waste Management
- Preparedness and Response to Migration
- Automatic Dependent Surveillance – Broadcast
- Internet of Things
- CBRNe Operations
- Microgrids in Developing Economies
- Proving Train Integrity
- High Altitude Pseudo Satellites (HAPS)
- Unmanned Maritime Systems (UMS)

Feasibility Studies ~€250k and Demo Projects up to ~€3M

Continuously Open Calls. Funded at 50% by ESA

Alternatively...



- Your project needs more technical than commercial input?
 - ARTES CORE COMPETITIVENESS (Telecom)
 - INCUBED (Earth Observation)
 - NAVISP (Navigation)
- Your company needs support rather than your product?
 - ESA BIC (Business Incubation Centres)
 - Angel & VC investor links (eg Seraphim Space Fund)
- You just want the satellite images?
 - Free access to ESA Copernicus data; links to commercial providers