



Space for Business

How ESA Business Applications can help
commercialize MELISSA technologies

Nicolas Helssen

ESA Business Applications Ambassador

MELiSSA Conference– 04/11/2020



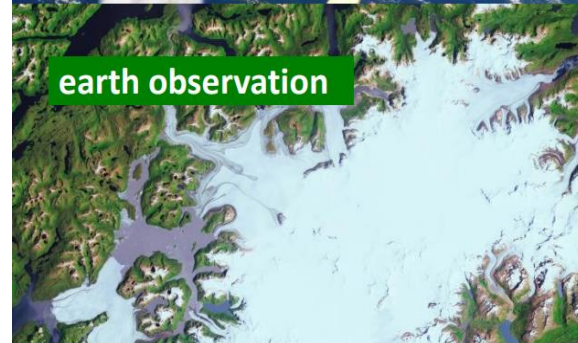
THE PURPOSE OF ESA

Active in many different fields.

A growing focus and awareness of the usefulness of downstream applications and services.

An ever wider reach of integrating different technologies from space and non-space into viable commercial solutions.

Offering entrepreneurs a programme adapted to their needs: ESA Space Solutions



→ ESA SPACE SOLUTIONS

The largest space innovation network in the world

- The go-to place for great business involving space to improve everyday life.
- Supporting European start-ups and SMEs to develop businesses using space technology and data.
- Offering funding, business and technical support to help to generate successful business and create jobs.



→ ESA SPACE SOLUTIONS OFFERS



Zero-equity funding (from €50k to €2M+ per activity)



A personalised ESA consultant



Technical support and commercial guidance



Tailored project management support



Access to our international network of ESA and partners



Access to our network of investors



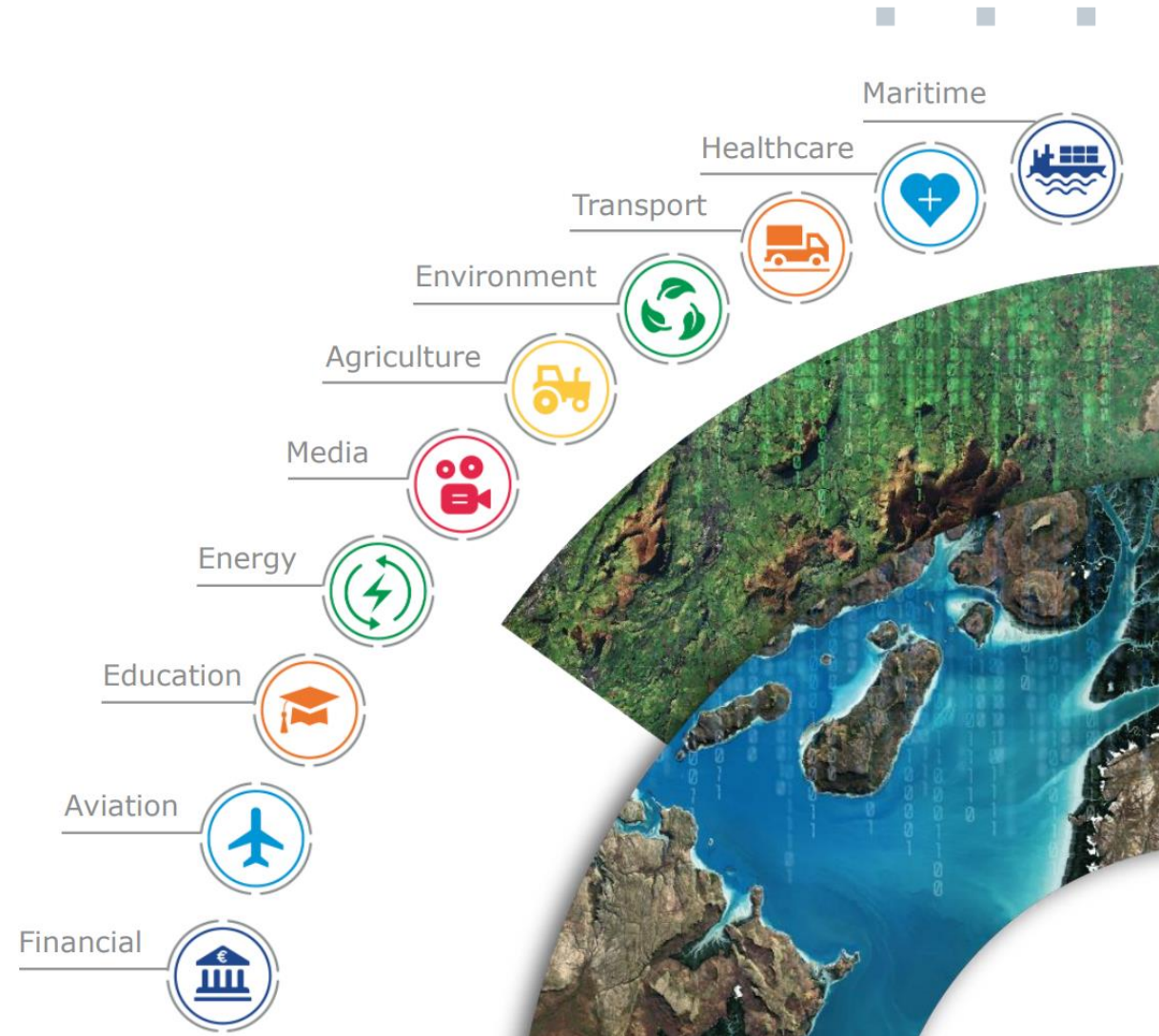
Credibility of the ESA brand





→ WHAT ARE POSSIBLE APPLICATION AREAS?

If you are able to tailor and integrate any space-enabled technology into a commercial solution for any market on Earth, you could be eligible for support under ESA Space Solutions



→ WHAT ARE POSSIBLE SPACE ASSETS?



Satellite Navigation

- Global Positioning
- Navigation
- Timing



Satellite Communication

- Communication on the move
- Deployable connectivity
- Unprecedented speeds



Earth Observation

- Digital Mapping
- Global coverage
- Hi-res imagery
- Weather forecasting



Spaceflight Technologies

- Technologies developed for weightless environment which can be used also on Earth

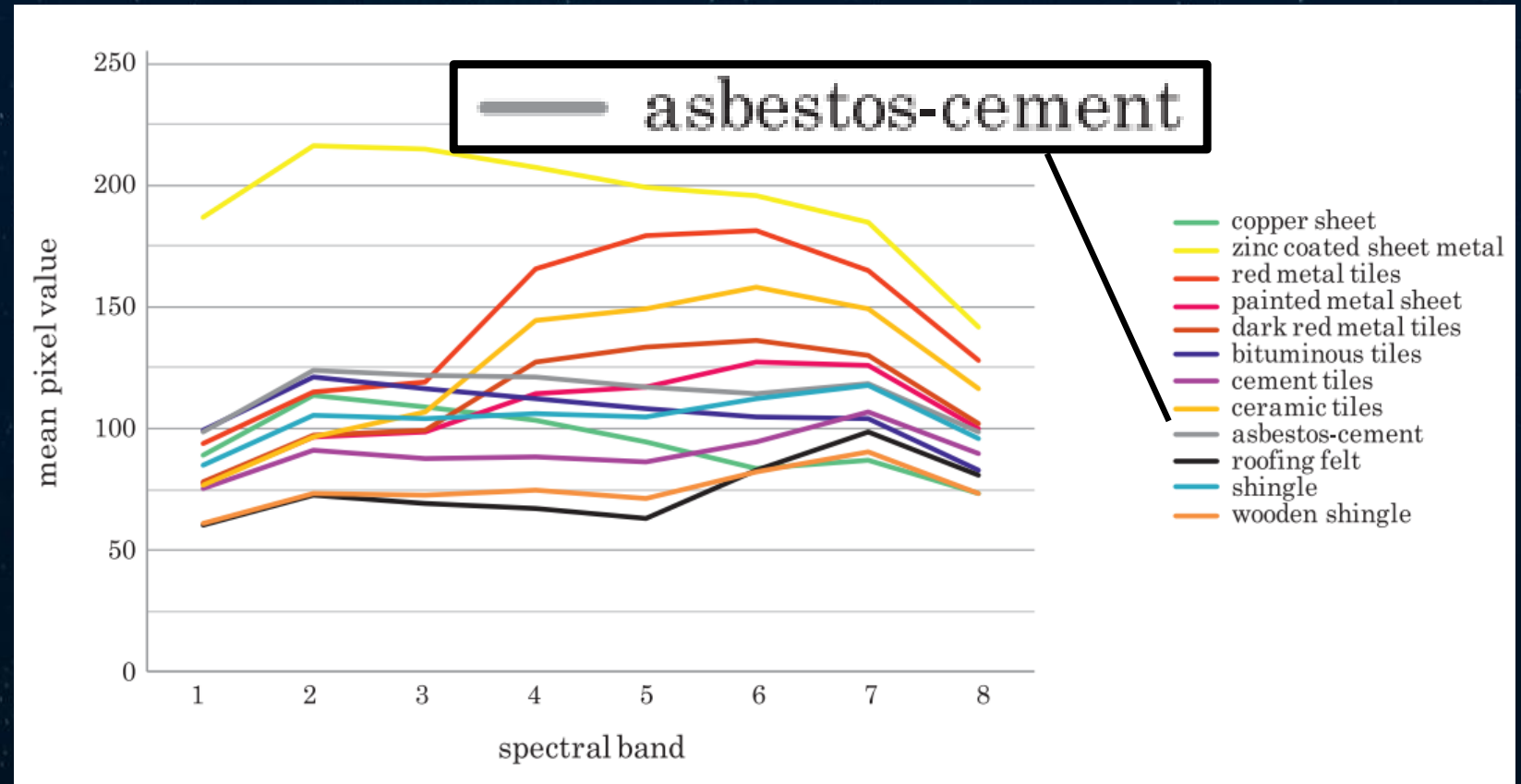


Space Weather

- Management of solar effects
- Impact on communication network
- Impact on power grids



COMMERCIALIZING SPACE



COMMERCIALIZING SPACE

BUSINESS

Stock Picks From Space

Investors are using real-time satellite images to predict retailers' sales. Is that cheating?

FRANK PARTNOY MAY 2019 ISSUE



ISRAEL G. VARGAS



NEW WAYS TO USE SPACE

Biodiversity



- Agriculture
- Aquaculture
- Biofuel

Circular Cities



- City Ecosystems
- Zero-carbon transport

Food Fraud



- Support Food Safety
- Detect Fraud
- Improve Certification

Green Buildings



- Renewable Energy
- Recycling Practices
- Smart Sensors

NEW WAYS TO USE SPACE

Ecosystem Preservation



- Clean Tech
- Smart Environment
- Big Data Analytics

Sanitation



- Circular Sanitation
- Reutilisation of Bio-Waste

Biotechnology



- Biopharma
- Controlled Environment
- Plant Engineering

Waste Management

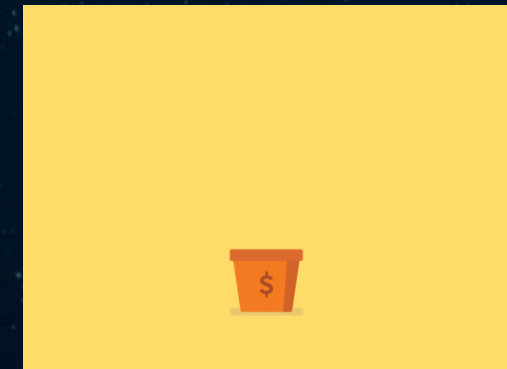


- Renewable Energy
- Recycling Practices
- Smart Sensors

WHAT WE LOOK FOR

We're looking for teams that have **identified a market opportunity** that's attractive and has real potential for **engaging customers**. Motivation, business experience and industry domain expertise are key.

But most importantly of all, we want to hear business ideas that are **commercially viable, technically possible and involve either space tech or data**.



WHAT WE OFFER

At ESA Business Applications our aim is to show that **space is open for business** and has the power to improve our everyday lives on Earth. We do this by helping companies to **integrate space data and technology into commercial services**. Successful applicants receive:

- Zero-equity funding (from €60k to €2M+ per activity)
- A personalised ESA consultant.
- Technical & commercial guidance.
- Access to our network of partners.
- Credibility of the ESA brand.

WHAT WE OFFER

Technology Transfer



We know where to find outstanding space technology to meet your terrestrial business needs.

Business Incubation



We help entrepreneurs to start a business using space technology and data.

Business Applications



We support the short-term transformation of ideas into products and services, using space data and technology.

HOW TO APPLY

Come with your own idea – **co-funding at 50%**

Or answer one of our thematic calls – **funded at 75-100%.**

A wide variety of new calls are opened on a continuous basis

Commercial applications borne from closed life support system technologies developed under ESA contracts can be eligible



WE HAVE SUPPORTED COMPANIES IN ALL SECTORS

Technologies

<p>Engineering</p> 	<p>Launchers</p> 	<p>Drones & flight</p> 	<p>High-altitude</p> 	<p>Satellites</p> 	<p>Space logistics</p> 	<p>Communications</p> 	<p>Data platforms</p> 
---	---	--	---	--	---	--	--

Applications

<p>Agriculture</p> 	<p>Aviation</p> 	<p>Education</p> 	<p>Energy</p> 	<p>Environment</p> 	<p>Entertainment</p> 	<p>Finance</p> 
<p>Health</p> 	<p>Industry</p> 	<p>Infrastructure</p> 	<p>Logistics</p> 	<p>Maritime</p> 	<p>Safety</p> 	

GET IN TOUCH



Let's boost your business off the ground!



<https://business.esa.int/>



Nicolas.Helssen@belspo.be



+32 487 355 345