

## Who

UK entities will be invited to submit proposals seeking to develop innovative and commercially viable products and services that exploit the value of Earth observation

This funding round will feature two distinct calls: one following the same generic criteria as previous calls, and one focusing on **‘Innovation in the Public Sector use of EO Data’**

## What

We will be looking for the UK's EO community to collaborate with public sector bodies, be that national government, local government, public organisations the NHS, or public agencies like the Met Office, to deliver commercially viable solutions to public sector data needs.

The public sector requirement will be discussed at the industry day to help frame proposals.

## When

Calls announced at industry day: Mid-May 24 (London/Harwell)

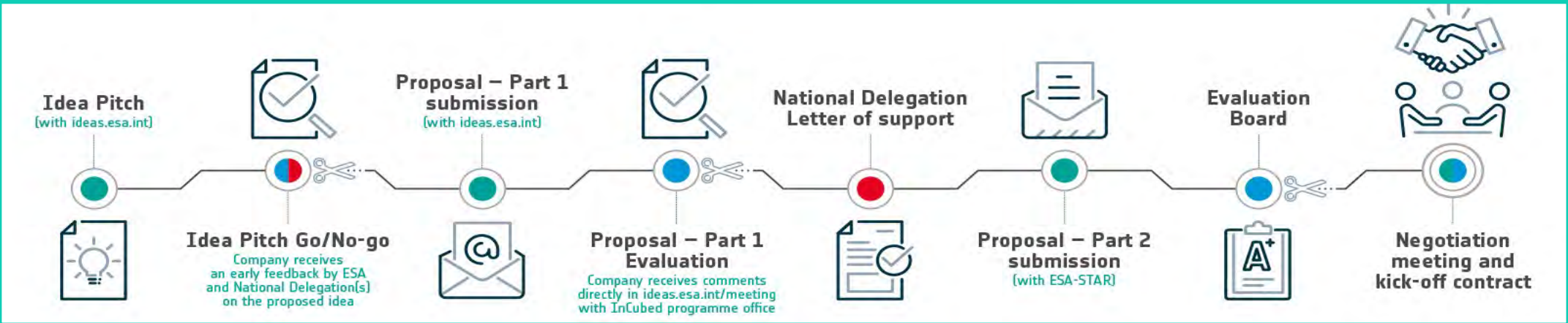
Idea pitch day: Early July 24

Idea pitch feedback – go/no go decision: Mid July 24

Deadlines for proposals: Mid-September 23



All Ideas will be strictly confidential, only the InCubed team will have access to them. The overview of the process is presented for information and completeness below.



- Pitch :
  - ✓ Business case credibility
  - ✓ Technical feasibility
  - ✓ Earth Observation Link
  - ✓ Team Capability



- Proposal:
  - Part 1
  - Part 2

## ■ InCubed Developments

- What can I expect in the pitch meeting?
- Can ESA pay the subcontract price of the activity directly to the subcontracting company / companies?
- How do I create a Bidder Restricted Area (BRA) on esa-star?
- How to communicate with the InCubed team and ask questions on my application?
- When shall I contact my National Delegate?
- In what file format should I submit...
- What criteria does ESA use to evaluate the proposal?
- How can I speed up the application process?
- What is a typical application processing schedule / when should I do... / expect ESA to....?
- Is there a limitation on where my customers can be based?
- Do I qualify as an SME ?
- What is considered a supplier / subcontractor?

<https://incubed.esa.int/faq/>

# Thank you for your attention



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For more information visit our website:

<https://incubed.esa.int>

