

# HINTS IN WRITING ESA IAP PROPOSALS

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*Integrated Space Applications IAP – New tenders - aamutilaisuus*

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# TOPICS OF THIS PRESENTATION\_

- IAP Project logic
- Your idea
- Proposal work
- Hints

# IAP PROJECT LOGIC\_

## Definition

- 1. Stakeholder Analysis
- 2. State-of-the-Art Analysis

## Solution

- 3. Integrated Solution and Associated Services
- 4. Proof of Concept (Service)

## Analysis

- 5. Economic and Non-Economic Analysis
- 6. Roadmap (to Demo phase)

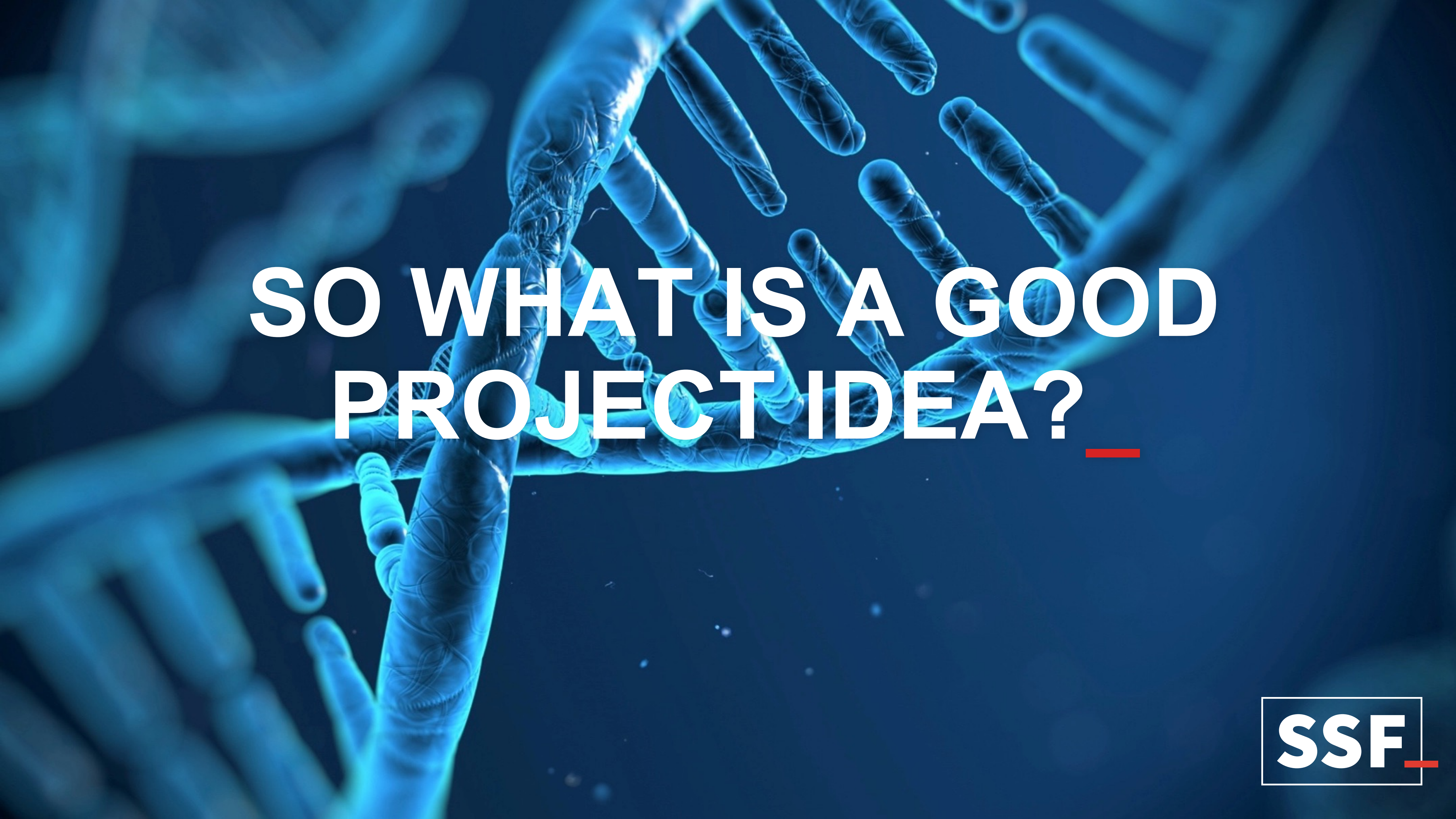
## Management

- Project Office
- Networking
- Commercial studies

# IAP Project as seen from the practical p.o.v.

- **Must have a feasible idea – even for the feasibility study**
  - Feasibility study is for evaluation of the idea feasibility – but the idea should be compelling!
- **At first, don't think the space assets**
  - But one of them only – EO, for example.
  - Think about the need for a service, then what the service needs.
- **Above all, start from end: Is there a need for something?**
  - ...and can I fulfil the need by using space assets in a clever way?
- **Team is not only for the country numbers**
  - ... Think the team members as critical needs.





# SO WHAT IS A GOOD PROJECT IDEA?

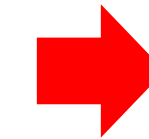
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# Example: Information service\_

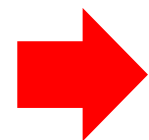
## INFORMATION SERVICE

- Crisis management
- Water area surveillance
- Infrastructure monitoring
- Forest state monitoring
- Ice monitoring

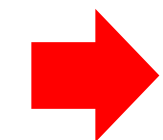


## B2B or B2C

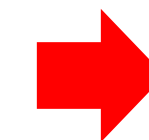
- Mode of economy
- Again: Need analysis
- Business case
- Non-economic analysis



## DATA PROCESSING SYSTEMS



- Sensor data processors
- EO data processors
- Sensor fusion



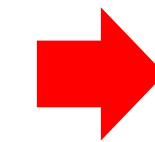
## END-USER WORK

- Accessibility
- Interface

# More detailed example: Balmon\_

## BALTIC SEA MONITORING

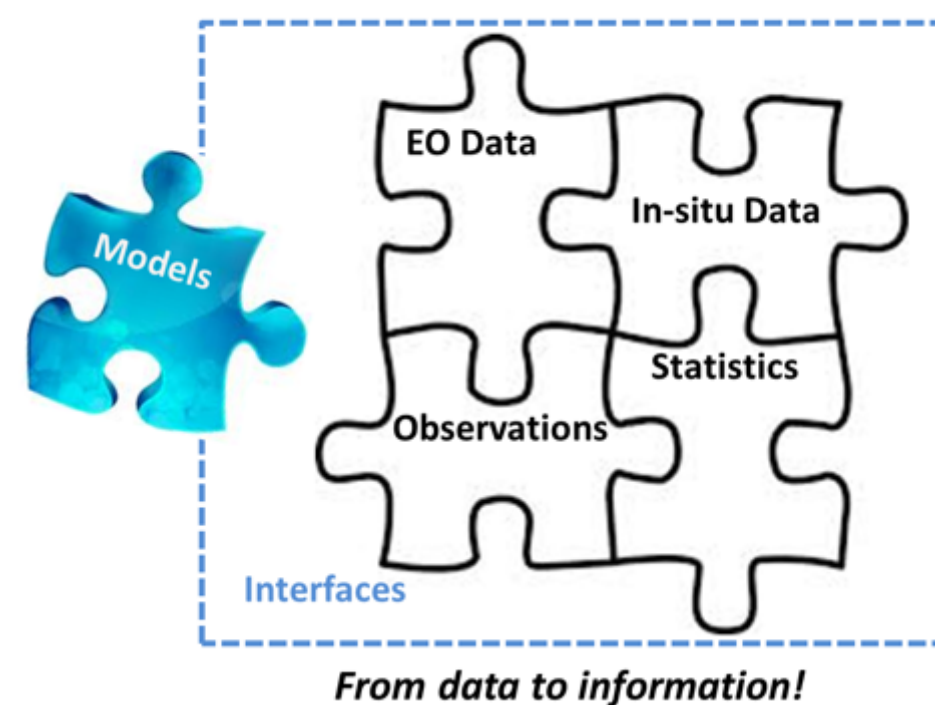
- Sensor fusion
- Important information
- Space assets
- Pilot users



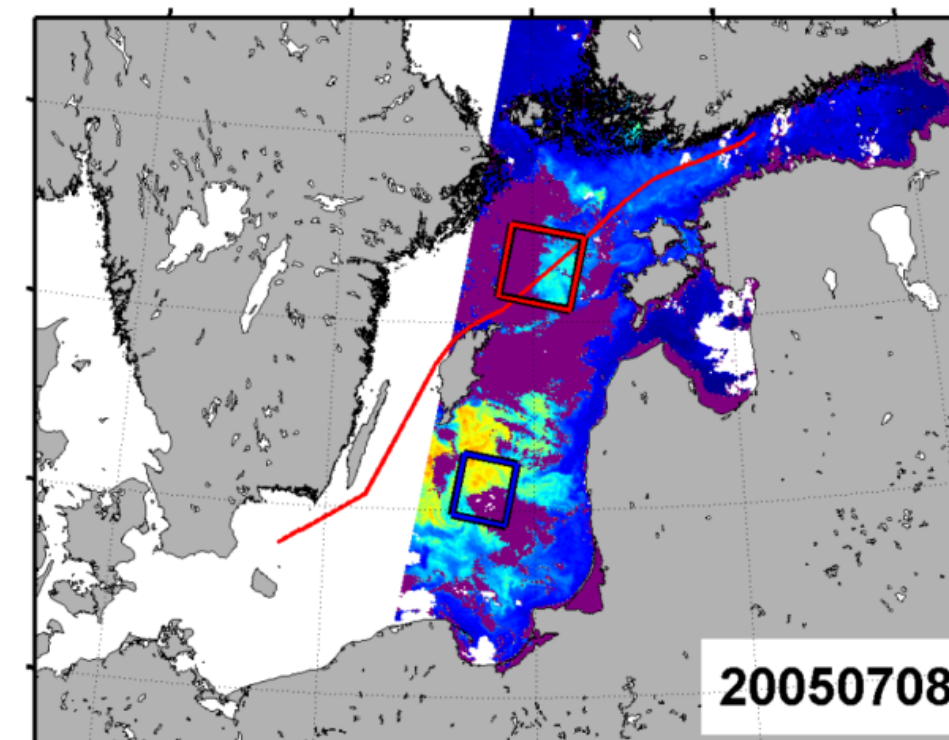
## B2B or B2C

- Difficult product
- Again: Need analysis
- No demo phase

System of services around marine water quality

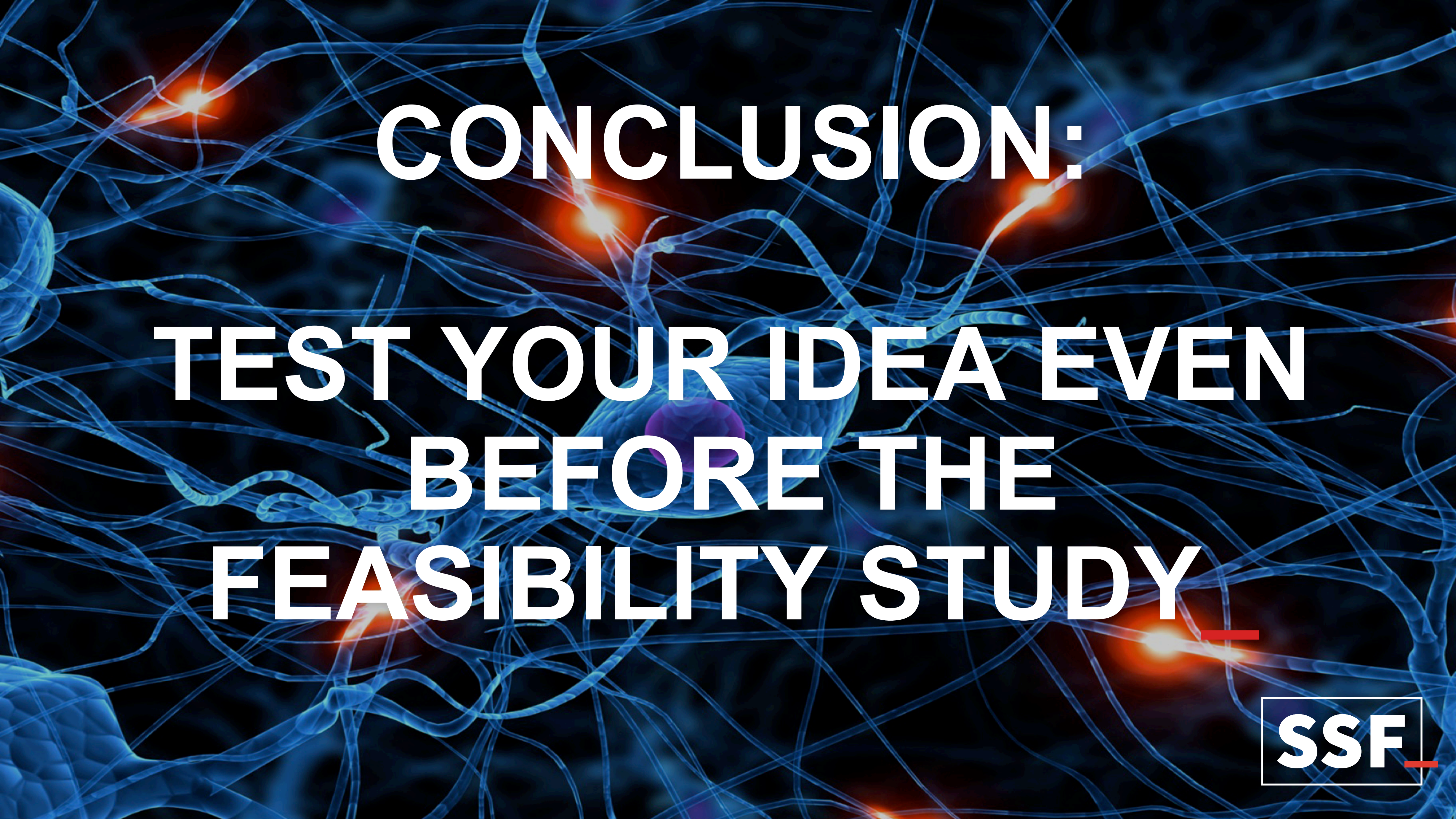


Our problem



<https://artes-apps.esa.int/projects/balmon>





**CONCLUSION:**  
**TEST YOUR IDEA EVEN**  
**BEFORE THE**  
**FEASIBILITY STUDY**

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# PROPOSAL: Value proposition\_

```
if ("Need-Solution-Value-chain" == 1) {  
    { &proceed;  
}  
else {  
    { &do_not_proceed_only_with_technology;  
}
```

## Project Management plan

- Objectives: measurable
- User Group interaction and feedback
- Self-assessment
- Way forward (draft Demo plan)






# PROPOSAL TIPS\_

- Not only a stand-alone proposal
  - Letters of interest / commitment / recommendation, preferably from every party
    - Reserve time to get these!
- Show your added value, to ESA and Tekes
  - Don't look for 100% feasibility study; would you take the risk of investing your money too? (i.e. stress test your plan)
- Contact Tekes / IAP early.
  - Best to have a tailored project → influence the process at early stage.



# WHAT IF

-  **Going directly to Demo..?**
-  **Using your idea in other financing program?**
-  **Completely on your own, funding from pilot users?**



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