myEUspace competition

1st informative webinar – 25 October 2022

European Union Agency for the Space Programme (EUSPA)

myEUspace COMPETITION

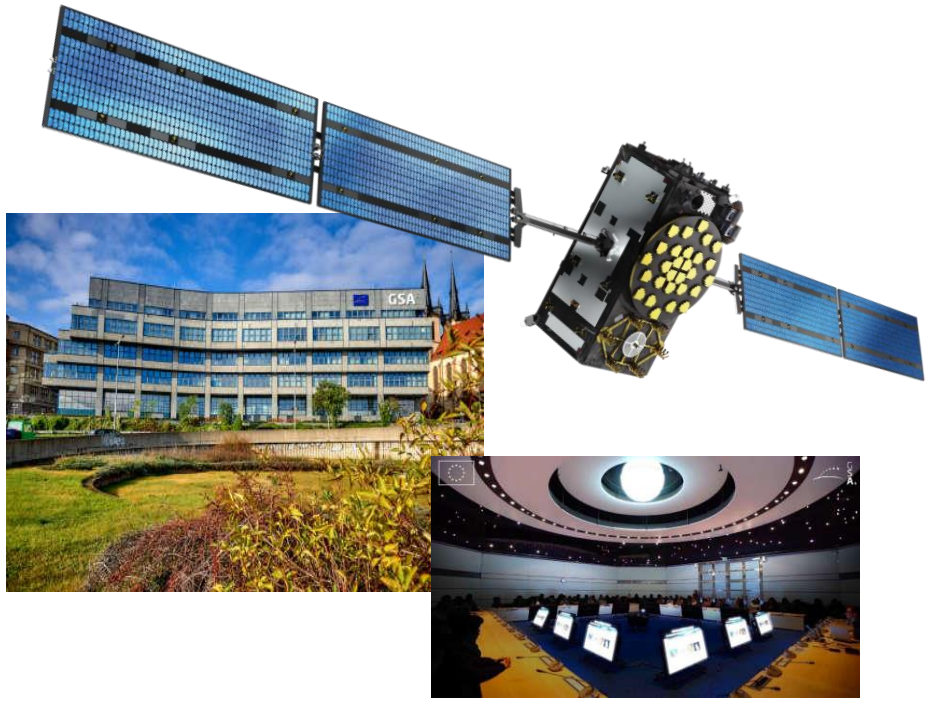
part of the CASSINI initiative

Agenda

- About EUSPA and entrepreneurship activities
- Cassini overview
- myEUspace objectives
- tracks
- challenges
- timeline
- prizes
- eligibility criteria
- award criteria
- how to submit an application
- Q&A

About EUSPA

- Providing European satellite navigation services
- Promoting the commercialization of Galileo, EGNOS, and Copernicus data and services
- Coordinating the EU's forthcoming GOVSATCOM
- Responsible for security accreditation of all the EU Space Programme components



More than 250 people
from 22 nationalities

Headquartered in
Prague, Czech Republic
Offices in France, The Netherlands, Spain

Extended Research & Innovation as integrated strategic tool for the uptake

Initial idea → Business plan → Marketable product → Commercialisation → Expansion

Horizon Europe	User Technology	Adoption Grants	Entrepreneurship initiative

Grants and Procurements

CASSINI
Space Entrepreneurship Initiative
2021-2027

Cassini 2021-2027 overview

THE ROAD TO NEW SPACE

- Clear vision for European space businesses and markets
- New industry setup
- New entrants
- New private investment
- New markets
- New solutions

BUSINESS GROWTH
CASSINI Business Accelerator

Making space businesses investment-ready

MATCHMAKING
CASSINI Matchmaking with Investors
CASSINI Industrial Partnering

Connecting with VC funds and commercial partners

PROMOTION
CASSINI Hackathons & Mentoring

INNOVATION COMPETITIONS
CASSINI Prizes

INVESTMENT
CASSINI Seed and Growth Funding Facility (InvestEU)

Increasing number of Venture Capital funds with focus on space

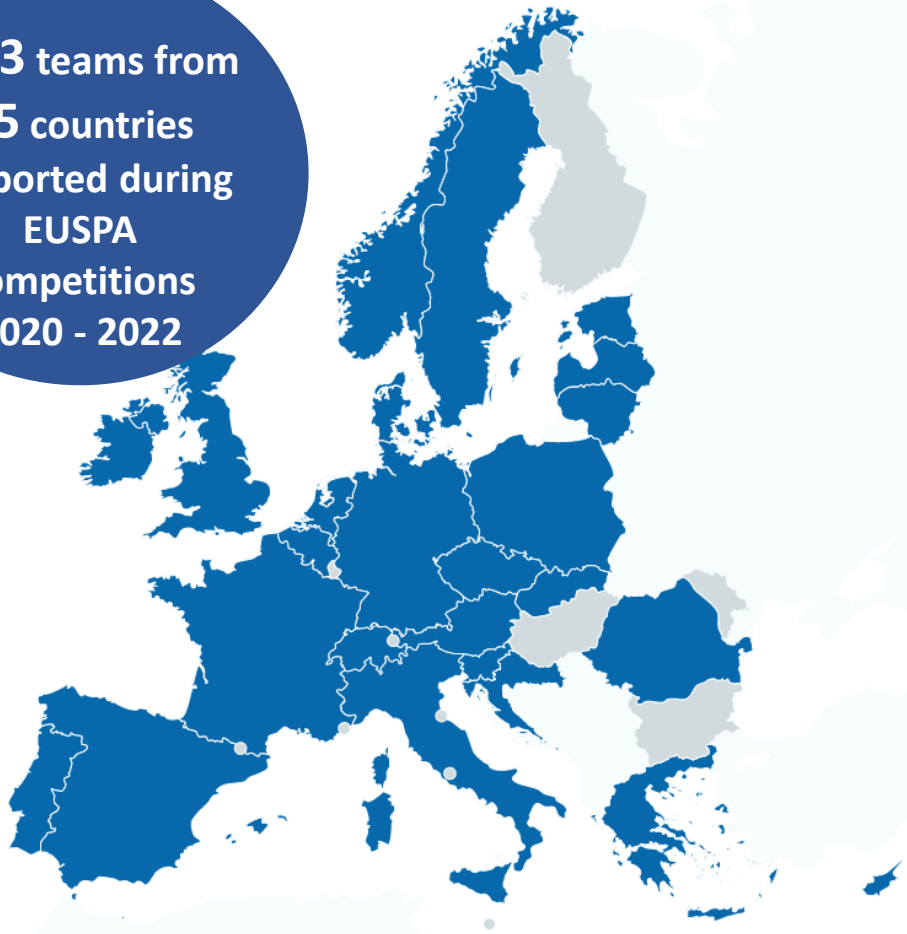
Incentivising new ideas

Developing disruptive technologies

cassini.eu

The alumni network of EUSPA hackathons and competitions reaches 1000 innovators and start-ups

123 teams from **25** countries supported during EUSPA competitions 2020 - 2022



- Total number of applications during 2020 - 2022: **833**
- Applications received from **all EU countries**
- Additionally, the EUSPA network comprises of startups engaged in several hackathons, events and development programme
- State-of the-art technologies with strong business concept
- Various application areas addressing **EU Green Deal**, **smart cities**, **sustainable mobility**, **optimization of the food chain, crisis & emergency response, cyber security**

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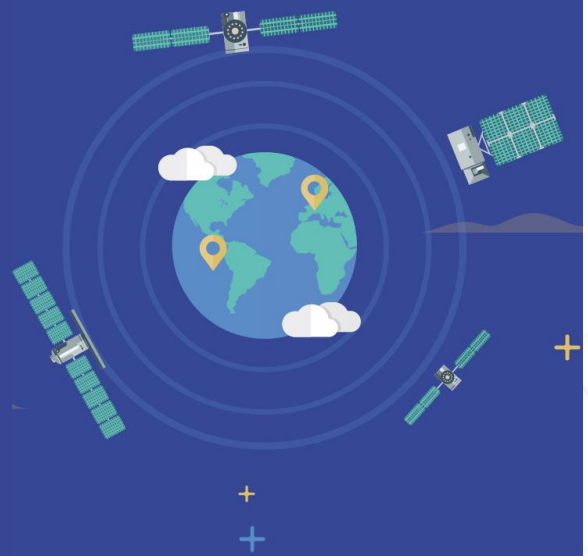

New myEUspace competition just launched as part of CASSINI

The objective of myEUspace is to support the **development of innovative commercial solutions** - such as mobile apps or hardware-based solution (wearables, asset management and tracking solutions, robotics etc.) that are **leveraging EU Space Programmes Galileo and/or Copernicus**

Synergies with other non-space, deep technologies may also be used in the proposed solutions

Proposals should deliver new **innovative** applications, with commercial and social benefits, impact and a **clear market uptake**

https://www.euspa.europa.eu/myeuspacecompetition

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myEUspace tracks

EUSPA European Union Agency for the Space Programme

Applicants can participate in the contest with an idea, OR a prototype, OR a product, **depending on the maturity of the solution at the time of the submission**

IDEA

The application shall present a **theoretical idea** and the pain points that are addressed. Expected TRL: **TRL1-TRL3**

PROTOTYPE

The application shall present a **prototype or beta version** of a solution that has **already been tested in a relevant environment**. Expected TRL: **TRL4-TRL7**

PRODUCT

The application shall present a **product** that is ready for **commercialization or already in the market**. Expected TRL: **TRL8-TRL9**

! Teams with an **awarded** idea are eligible to **apply again** in the other tracks (i.e. prototype or product) **in the next cut-offs** !

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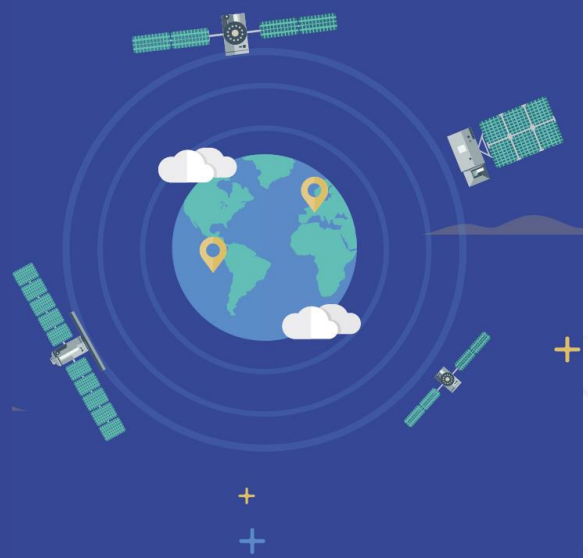

myEUspace challenges

EUSPA European Union Agency for the Space Programme

Applicants can apply in one of the following **three innovation areas:**

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Space My Life

Consumer solutions such as mobile apps, wearables (smartwatches, smart glasses, fitness trackers, etc.), drones or robotics that address major societal challenges

- **Health**: geo-health databased services, spread of diseases, drugs distribution
- **Citizens' safety and security**: disaster prevention and early warning, natural disasters' management and emergency response
- **Gaming and Entertainment**: mobile gaming, VR/AR gaming, geotagging, geo-advertising, social networks
- **Sports and Fitness**: performance of athletes, tracking individuals' activity, planning /operations/ maintenance of sport facilities and equipment
- **Tourism**: sustainable tourism, digitisation of tourism and virtual travel experience, conservation of the cultural heritage

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Our Green Planet

Solutions addressing environmental challenges and sustainable life that contribute to the European Green Deal and the green transformation of corporates

- **Conservation of ecosystems**: Protection of land, coastal and natural resources and their wildlife, pollution monitoring and detection, waste management

- **Green mobility**: sustainable mobility services which reduce emissions and pollution, MaaS, autonomous driving and road maintenance

- **Sustainable agriculture**: optimization of chemical pesticides and water for irrigation

- **Management of energy and resources**: supply of clean and affordable renewable energy, environmental impact in urban areas, sustainable constructions, tracking of buildings and renovation processes

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Dive In Deep Tech

Innovative solutions combining EU space data with deep technologies such as Artificial Intelligence (AI), Quantum technologies, Blockchain, Metaverse and Extended Reality

- **Metaverse solutions for real world**: digital twins applied to gaming and industrial solutions

- **Geotagging of Non-Fungible Tokens (NFTs)** to bridge the real and digital world

- **Quantum computing applications and quantum key distribution** for additional security level for within the metaverse;

- **Machine learning** techniques to create synthetic data for use in a wide range of sectors from healthcare to agriculture and finance

- **Decentralized machine network**, composed of IoT devices on the Blockchain to mitigate privacy and security concerns

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myEUspace timeline

EUSPA European Union Agency for the Space Programme

30 November 2022
23:59 CET

Deadline for the submission of Ideas

announcement of the best Ideas

10 February 2023
23:59 CET

Deadline for the submission of Prototypes

announcement of the best Prototypes

25 April 2023
23:59 CET

Deadline for the submission of Products

1 June 2023
Prague

Contest Finals: Entrepreneurship Day

announcement of the best Products
all winners from all tracks invited to showcase their solutions
meet other teams, meet investors and press

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myEUspace prizes

EUSPA European Union Agency for the Space Programme

15 best ideas — cash prize of 10,000 EUR

awarded Ideas can apply again and win additional prize

10 best prototypes — cash prize of 30,000 EUR

awarded Prototypes can apply again and win additional prize

5 best products — cash prize of 100,000 EUR

all winners will get recognition, visibility and promotion through EUSPA's channels

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Eligibility criteria

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Participation open to	✓ Start-ups ✓ Scale-ups ✓ Entrepreneurs ✓ University students ✓ Researchers
Nationality/ Location of the entity	EU Member States Switzerland + Norway: Galileo only Iceland: Copernicus only
Teams composition	You can apply as individual(s) or as a company Team coordinator as contact point
Age	All applicants must be at least of 18 years of age by the date of registration

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Award criteria

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Innovation

- How innovative and novel is the approach **compared to existing technical solutions** and commercial services?
- Is this kind of solution not yet available on the market or addressing a **new application area**?
- Is the application technologically advanced (e.g. using multi-frequency, innovative algorithms)?

Market potential

- Is there a **potential market demand**/customer base for this solution?
- What is the **revenue** potential?
- What is the market (entry) plan?

Feasibility

- How feasible is the solution within the limits of current technology?
- What is the **development plan** of the solution?

EU space relevance

- Is the application making use of Galileo and/or Copernicus?
- Are Galileo and/or Copernicus differentiators relevant for the application?
- Are **synergies** between Galileo-Copernicus data explored?

Operational organization

- What are the operational resources (**human, technical and other**) that will be invested in the solution development?

How to submit an application

1. Read the **Terms of Reference** of the competition to be sure you don't miss anything!

2. Register in the **application platform** and start your application. **You can edit your application any time until the deadline!**

3. Upload all the required documents:

Idea

- Application Form for Idea (**max.10 pages**)
- **2-minute** video explaining idea & team
- Declaration of Honour on exclusion
- Legal Entity Form & IDs
- Financial Identification Form

Prototype

- Application Form for Prototype (**max.10 pages**)
- **3-minute** video explaining prototype & team
- Preliminary Business Plan (**max.10 pages**)
- Declaration of ownership of the prototype
- Declaration of Honour on exclusion
- Legal Entity Form & IDs
- Financial Identification Form

Product

- Application Form for Product (**max.10 pages**)
- **3-minute** video demonstrating product & team
- Technical report/user manual for the product (**max.5 pages**)
- proof of downloads of the app OR link to the solution website
- Business Plan (**max.10 pages**)
- Declaration of ownership of the prototype
- Declaration of Honour on exclusion
- Legal Entity Form & IDs
- Financial Identification Form

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Thank you for attending!

Open for applications

Applicants may send their questions via email to prizes@euspa.europa.eu.
The answers and clarifications will be published on a regular basis on the competition website

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https://www.euspa.europa.eu/myeuspacecompetition

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