



# Permanent Open Call for Proposals for the ESA BIC Prague



**business  
incubation  
centre**  
Prague

Dear Madam, Dear Sir,

As part of its endeavour to encourage the transfer and commercialization of space technologies, the European Space Agency<sup>1</sup> (the Agency) has begun a partnership with Investment and Business Development Agency (**CzechInvest**) as the ESA Business Incubation Centre Operator (ESA BIC) with headquarters in Prague and branch in Brno. The purpose of an ESA BIC is to enable entrepreneurs to receive commercial and technical assistance in order to set up their businesses using space technology for general non-space industrial, scientific and commercial uses (“spin-off”) or using non space technology for proposing products and services for the space sector (“spin-in”)<sup>2</sup>.

The Agency has set up business incubators located in several ESA member states. ESA BIC Prague opened in May 2016 and is managed by **CzechInvest**, agency responsible for developing business infrastructure in the Czech Republic. Main partners of the ESA BIC Prague are the **Ministry of Industry and Trade**, the **Ministry of Transport**, the **City of Prague**, the **South Moravian region** and the **South Moravian Innovation Centre** (JIC). Among technical partners are leading Czech universities, research institutions and companies. CzechInvest hereby invites you to submit a proposal for the above subject.

Yours faithfully,

**Ing. Silvana Jirotková**

*General Director*

**Investment and Business Development Agency CzechInvest**

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<sup>1</sup> The European Space Agency is an intergovernmental organization constituted of the following Member States: Austria, Belgium, Czech Republic, Denmark, Finland, France, Germany, Greece, Ireland, Italy, Luxembourg, the Netherlands, Norway, Portugal, Spain, Sweden, Switzerland and the United Kingdom.

<sup>2</sup> These “spin-in” products and services shall address innovative solutions, possibly in conjunction with new business models, for the future space industry, aka “Space 4.0”. Beyond applications of space systems, which are already eligible to ESA BICs, “spin-in” encompasses solutions for optimising or developing processes, components, subsystems (up to an entirely new space system), all along the space value chain of payloads, satellites, launchers and ground stations, from concept definition, construction, manufacturing, assembly, integration, and testing all the way to launch, operations, and evaluation, using for instance COTS from non-space sectors, contemporary automation, big data, data exchange and manufacturing technologies, such as 3D-printing.

Please find enclosed hereto the following documents:

**To be read:**

1. ESA BIC Prague Permanent Open Call
2. ESA BIC Prague Rental contract - Prague
- 3.A. ESA BIC Prague Rental contract - Brno
- 3.B. ESA BIC Prague ENTER contract - Brno
- 3.C. ESA BIC Prague MASTER contract - Brno
4. ESA BIC Prague Draft Incubation Contract

**To be filled:**

5. BAP Cover Letter
6. BAP Incubation Proposal
7. BAP Business Plan
8. GDPR

**Support Template for BAP:**

9. BAP Swot, Risk, Milestone and funding

**Reference documents:**

10. ESA Technology readiness level

# Your attention is drawn to the following

## Nature and purpose of this Call for Proposals

1. The purpose of this Call for Proposals (Call) is to select projects and ideas for business incubation in the ESA BIC Prague for a maximum of 24 months.
2. ESA BIC Incubator offers to support projects and ideas for business incubation by providing funding, business and technical assistance as well as office accommodation & services. The funding, business and technical assistance as well as office accommodation & services. The modalities and extent of the support provided are negotiated on a case-to-case basis. As a general rule the incentive granted to one project is not for direct labour cost or rent, but limited to prototyping and IPR and as a general rule can only be spent in Czech Republic. **Exceptions have to be approved by ESA BIC Prague.** The incentive will be maximum EUR 50.000 covering cost incurred for the development of products, prototypes, software and IPR. In addition, up to 80 expert hours for prototyping and technical development are offered by ESA BIC partners. ESA BIC Prague will also work to find extra funding as needed.
3. This Call is of a permanent nature meaning that it has no closing date for the submission of proposals as long as the ESA BIC Prague has not indicated otherwise.
4. Applications are only considered from one of the Agency's Member states (see footnote 1) and Canada.
5. Startup companies, with or without legal personality as well as individuals may apply for this Call.
6. In case of startup companies with legal personality, the company – represented by its authorized representative(s) – is considered to be the Applicant.
7. In case of legal entities without legal personality, the general partner is considered to be the Applicant.
8. In case the Applicant is a natural person, (s)he shall be over eighteen years of age and of sound mind, and therefore able to enter into a binding agreement.
9. All the above categories are hereinafter referred to as “Applicant”.
10. This Call is not aimed at particular non-space sectors or domains but explicitly excludes activities promoting, or related to, alcohol, tobacco, religion, politics, intolerance, violence, firearms, pornography, obscenity, gambling or illegal drugs.

## Requirements

11. Applicants are required to closely follow the instructions provided in this Call when producing and submitting their proposal (Section I Instructions for Business & Activity Proposals).
12. Only those Applicants that fulfil all formal requirements (Section V BAP Template Cover Letter, Requirements Checklist and Management Summary) will be accepted for evaluation.

13. Applicants should carefully read the contractual documentation provided in section III ESA BIC Prague Draft Incubation Contract. The application shall include a clear, explicit and unambiguous statement whereby the Applicant has read and accepts the terms and conditions contained in the contractual documentation. In case, exceptionally, that the Applicant wishes to propose modifications or amendments, the full text of such modifications or amendments shall be given and the reasons for their being requested be clearly explained as part of the proposal.

## **Procedure and planning**

14. The evaluation of all proposals received shall take place in accordance with the Agency's and ESA BIC Prague's rules, procedures and requirements (Section II Evaluation process and evaluation criteria). All Applicants will be informed of the outcome of their evaluation.

15. The evaluation procedure is carried out in three phases. The first phase is managed by ESA BIC Prague and ESA – the Tender Opening Board will evaluate formal aspects of the application. The second phase is managed by the Tender Evaluation Board, where ESA BIC Prague, ESA, the Ministry of Industry and Trade, the Ministry of Transportation, the City of Prague, the South Moravian Region, the JIC and invited experts thoroughly evaluate the applications.

16. Proposals will be accepted for the current evaluation round in case they reach the ESA BIC Prague Manager and ESA within the current deadline, the date of which is published on <https://spacesolutions.esa.int/> and [www.esa-bic.cz](http://www.esa-bic.cz).

17. The period between receipt of a proposal and contract placement is in principle no longer than 4 months.

## **Miscellaneous**

18. The contents of Applicant proposals shall be treated as confidential.

19. In spite of the efforts undertaken by ESA BIC Prague to ensure full confidentiality, the Applicant's idea may through the application to ESA BIC Prague (if not specifically protected for example by patent rights) fall into the public domain. Therefore, we strongly recommend that the Applicant discuss the protection of her/his idea with a dedicated expert in this field prior to application to ESA BIC Prague.

20. As far as allowed by law, any title held by the Applicant to his/her idea shall remain vested in her/him. This application shall under no circumstances result in the acquisition of any title whatsoever to the idea.<sup>3</sup>

21. No expenses incurred in either stage of the application procedure will be reimbursed to the Applicant by ESA BIC Prague, the Agency and/or any third party.

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<sup>3</sup> If the Agency or its Member States require the use of any Intellectual Property Rights, owned by the Incubatee as described in Item 20 here above for the performance of the Agency's programs in the field of space research and technology and space applications, ESA will issue a request for quotation or a purchase order to the incubatee. If the Incubatee is not willing or able to perform the activity for the Agency, the Agency or its Member States shall be entitled to a free of charge, transferable, non-exclusive license to use such Intellectual Property Rights, which license shall be limited to the territories of the Agency's Member States.

22. In no event shall this Call for Proposals be construed as imposing any obligation whatsoever upon ESA BIC Prague, the Agency and/or any third party to enter into negotiations with any Applicant or to enter into any other specific arrangement for business incubation in any of the ESA BIC's and ESA BIC Prague's establishments.

23. ESA BIC Prague and the Agency are committed to ensuring equal opportunities and the elimination of discrimination of any type for all applications complying with the conditions and requirements set forth in this Call.

# **Instruction for Business & Activity**

## **Proposals**

Section I of this Call for Business & Activity Proposals is meant to inform applicants of the required length and content of their Business & Activity Proposal (BAP). Any relevant information in addition to the required information is welcomed.

### **Content of proposal**

The Applicants are required to follow stringently instructions set out in the following documents (attach to this Open Call as BAP templates) and use them as basis for the application to the ESA BIC Prague Open Call.

#### **V. BAP Cover Letter with Requirements Checklist and Summary**

#### **VI. BAP Incubation Proposal**

#### **VII. BAP Business Plan**

It is of a paramount importance to express compliance with each point included in the Requirements Checklist, which is enclosed to the Cover Letter template. Instructions (**highlighted in blue in each template**) shall be followed thoroughly in order to fulfil all pre-conditions of the Open Call and in order for the proposal to be further accepted for evaluation.

The proposal shall contain the following information:

##### **1. Cover Letter**

The Applicant is asked to introduce the application with a cover letter following the template attached in the document Section V BAP Template Cover Letter, Requirements Checklist and Executive Summary. The cover letter must clearly state that the draft contract conditions are read, understood and accepted, and that any of the Applicant's terms and conditions do not apply.

It shall also provide the name, address, e-mail and telephone number of the Applicant to whom all communications relating to the proposal shall be addressed, as well as the names, e-mail and telephone numbers of the persons who will be responsible for the day-to-day management of any resulting contract and the legal representative signing the contract.

The Applicant is specifically asked to fill in, sign and date the Requirements Checklist in the document Section V BAP Template Cover Letter, Requirements Checklist and Executive

Summary. The Applicant is welcome to provide additional information on any aspect of the Requirements Checklist. There, the Applicant can propose a desired site of incubation (Prague or Brno).

The Applicant is also asked to provide a paragraph concerning Space Connection that is to be copied/pasted from paragraph 4.1 of the Business Plan.

The Applicant is asked to provide a paragraph “Support Request Overview”, ½ page maximum.

The Applicant is also asked to provide a paragraph “Executive Summary” to be copied/pasted from paragraph 1 of the Business Plan, maximum 1 page.

## **2. Incubation Proposal**

The Applicant is asked to produce an Incubation Proposal containing Activity Proposal, Management & Work Logic, Funding Request and Support Request, following the document VI. BAP Incubation Proposal. Please limit the Incubation Proposal to a maximum of 10 pages excluding the cover page and the table of contents.

## **3. Business Plan and Executive Summary**

The Applicant is asked to produce a Business Plan as provided in the document Section VII BAP Template Business Plan.

The Applicant is asked to produce an Executive Summary, also provided in the document Section VII BAP Business Plan, and also attach it in the document Section V BAP Cover Letter with Requirements Checklist and Summary.

Please limit the Business Plan to a maximum of 25 pages excluding the cover page and the table of contents. To include further information, add annexes to a maximum of 15 pages.

## **4. Additional Information**

Any additional information relevant to the application (such as CVs, References, Publications, Letter of Support, Patents filed, etc.) may be included in this section of the proposal.

# **Application submission, Evaluation process and Evaluation criteria**

## **Application submission**

Deadline for application submission is publicly set periodically on the ESA BIC Prague website (<http://esa-bic.cz>).

ESA BIC Prague’s main contact point will be Mr. Marek Aldorf:

ESA BIC Prague  
Marek Aldorf, ESA BIC Prague Manager

Palace Adria, Jungmannova 31, entrance A, 3rd floor  
110 00 Praha 1, Czech Republic  
Tel: +420 721 375 143  
E-mail: [esabicprague@czechinvest.org](mailto:esabicprague@czechinvest.org)

**Any queries relevant to the submissions of proposals are to be addressed, in writing to:**  
[esabicprague@czechinvest.org](mailto:esabicprague@czechinvest.org) [subject: “ESA BIC Prague - Question”].

**Your complete proposal and all supporting documents are to be submitted, in electronic form (.pdf and .doc) to the following email address:** [esabicprague@czechinvest.org](mailto:esabicprague@czechinvest.org)  
[subject: “ESA BIC Prague - Proposal Prague” for Prague or “ESA BIC Prague - Proposal Brno” for Brno].

In parallel, one set of signed paper originals are to be sent to:

ESA BIC Prague – CzechInvest  
Štěpánská 15  
Praha, 120 00  
Czech Republic  
For the attention of Mr. Marek Aldorf  
Subject: ESA BIC Prague – Open Call

## Evaluation process

Until further notice by the Agency or ESA BIC Prague, Applicants are invited to submit their proposal for ESA BIC Prague at all times.

Upon its receipt, CzechInvest shall first assess the admissibility of the Applicant’s proposal. The proposal is admitted for further evaluation where all formal requirements have been met. The outcome of this first assessment shall be communicated to the Applicant.

If a non-compliance of minor nature is identified, the Applicant may be asked to resubmit an updated proposal within 48 hours, correcting the non-compliances.

Where the proposal is compliant with the formal requirements, Applicants will be invited in writing to present the proposal in person to the above-mentioned evaluation board (TEB) and to provide answers to any further questions the board might have (TEB usually takes place two weeks after submission deadline).

The proposal and the presentation will be marked against the evaluation criteria detailed below.

The TEB makes a decision regarding the application which is final and non-appealable. The ESA BIC Prague Manager is responsible for notifying the Applicant in writing.

Upon receiving notice that the application has been unsuccessful the Applicant may request CzechInvest to advise him/her of the reasons why the application was unsuccessful. This outcome of the evaluation will not be construed as to prevent the Applicant from submitting a renewed application.



Upon receiving notice that the application has been successful the Applicant is requested to register his/her company as Czech legal entity prior to incubation, if not already done, according to the Requirements Checklist.

## **Evaluation criteria and weighting factors**

The evaluation shall be based on the way the criteria below have been addressed both in the proposal and during the Applicant's presentation.

- Formal Aspects (required)
  - Compliance with the Call's General and Specific Requirements of ESA BIC Prague
  - Acceptance of tender conditions
- Background and Experience (weighting 25%)
  - Experience and team composition
  - Support entities
  - Vision
- Technology/Service (weighting 20%)
  - Space Connection
  - Technical feasibility of the product/service to be developed
  - Product development strategy
  - Intellectual Property strategy
- Value Proposition & Market (weighting 20%)
  - Value Proposition
  - Market
  - Competition
- Business Modelling & Risk (weighting 15%)
  - Revenue model
  - Finance
  - Risk
- Activity Proposal (weighting 20%)
  - Quality of the eBAP
  - Milestone/cost planning
  - Work break down
  - Management
  - ESA BIC investment opportunity

## **After selection**

CzechInvest, as ESA BIC Prague Manager, will sign an Incubation Contract and Rental Contract with the selected startup, upon successful negotiation.

Upon receiving notice that the application has been successful the Applicant is requested to register his/her company as a Czech legal entity if not already done so, prior to incubation, according to the requirements check-list.

For Brno site: The applicant first enters to the mentoring program ENTER or MASTER (the program will be chosen and agreed with applicant according to his maturity). ENTER and MASTER programs last for 6 months, and after their completion, the applicant remains in the JIC premises under the terms of the Rental Contract.