

Appendix 1: Call for proposals ***(for business incubation)***

Section	8
I: Formal Requirements, Evaluation Process and Criteria	8
A. Formal requirements	Erreur ! Signet non défini.
B. Evaluation process	8
C. Evaluation criteria	9

Section I: Formal Requirements, Evaluation Process and Criteria

A. Formal requirements

The Applicants are required to follow stringently instructions set out in the following documents (attach to this Open Call as templates in its Appendix 2) and use them as basis for the application to the ESA BIC Nord France Open Call.

- 1) ESA BIC Application Cover Letter template with the Requirements Checklist and the Executive Summary;
- 2) ESA BIC Application Business Plan template;
- 3) ESA BIC Application Incubation Proposal template.

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 also in Appendix 2 to this Open Call. 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 ESA BIC Nord France **general application requirements** are applicable to all ESA BICs Applicants.

B. Evaluation process

Until further notice by the Agency or ESA BIC Nord France, Applicants are invited to submit their proposals for ESA BIC Nord France at all times. Selection and evaluation of the proposals is scheduled periodically and is stipulated on the following ESA BIC website: <https://spacesolutions.esa.int/business-incubation/esa-bic-nord-france>

Upon receipt of the proposal, the Agency and its local partners shall first assess the admissibility of the Applicant's proposal. The proposal is only admitted for evaluation in case all formal requirements (See **A** above) have been met.

It is important that the Applicants fulfil preconditions set for the eligibility to participate in ESA BIC Nord France Open Call.

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.

If the proposal is considered non-admissible, the Applicant will be informed of such and also specifying the reason for rejection. In all other cases the proposal shall be rejected. The Applicant is not prevented from re-applying to the next selection campaign.

In case the proposal is compliant with the formal requirements, Applicants will be invited to hold a presentation of the proposal in front of the above mentioned ESA BIC Nord France Evaluation Board and to provide answers to any questions the Board might have.

The proposal and the presentation will be marked against the selection criteria detailed under **C** below.

The Applicants shall be notified in writing about the outcome of the evaluation and the final decision taken.

Within 10 calendar days following the receipt of the notification foreseen under the previous paragraph, the Applicant may require from the ESA BIC Nord France Contracts Officer an oral debriefing explaining the reasons why his/her application was successful or not.

C. Evaluation criteria

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

-

- **Background and Experience (25%)**
 - o Experience and team composition
 - o Support entities
 - o Vision
- **Technology/Service (20%)**
 - o Space Connection
 - o Technical Feasibility of the product/service to be developed
 - o Product Development Strategy
 - o Intellectual Property Strategy
- **Value proposition & Market (20%)**
 - o Value Proposition
 - o Market
 - o Competition
- **Business Modelling and Risk (15%)**
 - o Revenue model
 - o Finance
 - o Risk
- **Activity Proposal (20%)**
 - o Quality of the eBAP
 - o Milestones/cost-planning
 - o Work break down
 - o Management
 - o ESA BIC investment opportunity