

## ASTROPRENEURS Space Startup Accelerator

# CALL FOR STARTUPS

### Notes and Guidance for Applicant Startups

1

**Astropreneurs Space Startup Accelerator is a mentoring programme that supports entrepreneurs, startups and SMEs within space and non-space sectors to create viable business cases and adopt a faster market approach by mentoring them on business and technical needs, helping them to access private and public funding and overcome financial, administrative and networking barriers to market.**

### Introduction:

Astropreneurs is turning space-related ideas into viable businesses and promoting opportunities for coming from space and non-space sectors.

The purpose of this call is to select entrepreneurs, spin-outs, start-ups, SME or others to receive mentoring, as part of the EU-Horizon2020 funded project “Astropreneurs”. Up to 50 hours of mentoring is available for each successful applicant, over a 6-month period. This will be an open call, running until January 2020 and all mentoring will be completed until June 2020.

This is an open call with an eligibility assessment and an evaluation of applications every after the following closing dates. Applicants can submit at any time, but applications will not access until after the closing dates. Results and any feedback will be communicated with 4 weeks of the closing date.

Call	Cut-off date	Results	Call	Cut-off date	Results
1 <sup>st</sup>	27/09/2018	25/10/2018	4 <sup>th</sup>	05/09/2019	03/10/2019
2 <sup>nd</sup>	24/01/2019	21/02/2019	5 <sup>th</sup>	31/10/2019	28/11/2019
3 <sup>rd</sup>	11/04/2019	09/05/2019	6 <sup>th</sup>	06/02/2020	27/02/2020

All interested startups can apply to Astropreneurs Space Startup Accelerator Mentoring Programme using the application form, accessible on the following link: <https://www.f6s.com/astropreneurs-callforstartups/apply>. This form can be accessed directly on F6S website or on Astropreneurs website - <https://astropreneurs.eu/>.

### Eligibility Criteria:

The Astropreneurs Space Startup Accelerator is targeted at start-ups, i.e., either entrepreneurs in idea phase or a registered SME.

Applications not meeting the criteria below will be ineligible and will not go forward to full project evaluation. To be eligible, applicants have to comply with the following criteria:

- The idea should be space-related, meaning either:
  - Based on a transfer of space technology to the non-space sectors,
  - Based on space data used in a non-space sector,
  - Aimed to address the space sector.



- Applicants have to be located in a European Union member state or a country participating in H2020 programme.
- Non-EU entrepreneur, if selected, will have to establish a company in an EU country to be eligible before being accepted on the programme.
- Applicants shall be above legal age.
- Applicants must be able to communicate in English.
- Only one application per individual (or company) will be accepted.
- Applicants have to declare on honour that the submitted information is true and the project is original.

## Evaluation Criteria:

Once an application has been reviewed against the eligibility criteria, each application will be assessed based on the answers to the questions below and information supplied in the application.

SCORE	QUESTIONS
30 points	What is your business idea?
30 points	What is the space connection of your business idea?
20 points	Why do you want to be an Astropreneur?
20 points	How will you use the Astropreneurs support help you to achieve your objectives?

Applicants will have to score a total of 60 points [out of 100] to be eligible to join the Astropreneurs Space Accelerator.

For marks below 40, a 0 shall be automatically given.

If in any criteria, the score is zero points, the application will be immediately rejected.

Astropreneurs project will reserve the right to select fewer projects if there are not enough quality proposals.

For each criterion there is a set of sub-criteria and the respective detailed explanation, as follows below. For each applicant startup, TEB-Tender Evaluation Board will agree and award a score to each criterion, considering the maximum score possible of each question and the scale of classification.

Criteria	Sub-criteria	Explanation
<b>Business idea</b>	a) Value proposition b) Market c) Competition	a) the clear added-value to the costumer b) market credibility and prospective costumers identified c) competitors / substitutes on the market and proposed business positioning; marketing and sales strategy
<b>Space connection</b>	a) Space connection b) Technical feasibility of the product/service to be developed c) Product development strategy d) Intellectual property strategy	a) clearly identified, well described and credible b) the proposed product / service technically is feasible c) Product development strategy: if the IRL is low, clearness of the R&D strategy d) actions/plans to protect the idea and/or to secure the use of a 3rd party technology
<b>Motivation</b>	a) Vision	a) clear and feasible long-term and short-term vision



	b) Experience and team composition c) Expected results d) Commitment	b) evidence of appropriate experience and (prospective) entrepreneurial skill set; in case of an existing team: roles complementarity; in case of an incomplete team, clearness of the composition plan c) expected achievements with the participation in Astropreneurs Space Startup Accelerator d) applicant capacity and resources to undertake the mentoring programme
<b>Expectations</b>	a) Adequacy b) Added value c) Sustainability	a) the mentoring programme delivers the support highlighted and required by the applicant b) identify the added value to the business concept/idea c) capability to take the mentoring results forward after completing the programme

### Acceptance Agreement:

By submitting the application, you are agreeing:

- Your personal data can be accessed by the partners listed below for the purposes of the 'Astropreneurs' project and for it to be held by these partners at least until the end of the project in 30/06/2020 and for the necessary time determined by Horizon2020 regulations.
- If successful you will provide updates on the following metrics every six months until 30/06/2020:
  - Number of hours of mentoring received;
  - Number of applications for funding / SME instrument; funding won;
  - Deliverables and results from the mentoring programme.
- You may also be asked to contribute to a short case study about how you have benefitted from Astropreneurs.

An acceptance agreement with the selected startups and a partner from the consortium will be signed, in which the type of commitment from each side will be clear, as well as the type of support provided.

### Contact:

Should you have any questions please contact [space@ipn.pt](mailto:space@ipn.pt) or [info@astropreneurs.eu](mailto:info@astropreneurs.eu)

### Astropreneurs Partners:

- Portugal: Instituto Pedro Nunes-IPN (coordinator)
- Austria: Brimatech Services GmbH-BRI
- Belgium: Verhaert-VH
- Czech Republic: Czechinvest-CI
- France: Aerospace Valley-AV
- Germany: Centrum für Satellitennavigation Hessen-CESAH
- Spain: Fundación Knowledge Innovation Market Barcelona-KIMbcn
- UK: Science and Technology Facilities Council-STFC.

