

ASTROPRENEURS Space Startup Accelerator

MENTORING PROGRAMME

Guidelines

1. STATEMENT OF PURPOSE

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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.

2. MENTORING

- The Astropreneurs Space Startup Accelerator is an up to six (6) month Mentoring Programme, during which Partners will provide the Astropreneur with the mentoring services set out in the Agreement between the parties.
- The Programme will provide up to fifty (50) hours of mentoring, which will include the provision of business, technical and funding advice, guidance and general coaching to assist the Astropreneur in progressing their space or space-related business.
- The project will assign a project manager and suitable mentor(s) for the Astropreneur, either from its own organization or from a third-party organization.
- The Programme will be mainly online.
- The Programme will run between 1 January 2018 and 30 June 2020.

3. MENTORS

- Project managers: partners' staff that will be assigned to each startup, ensuring the initial process of introducing, followed by the agreement signature, perform the need assessment, define the action plan, select the mentors, monitor the all process, assess and validate the mentoring programme with each startup.
- Mentors: partners' staff and/or external experts (pro-bono or paid) with expertise on business, technical and funding areas, that have been selected from the pool of pre-selected mentors, according to their expertise and match with the startup needs.

4. MENTEES

- Astropreneurs: entrepreneurs, startups or SMEs selected to participate in the mentoring programme; they can be outside the Space sector with an innovative idea for the Space sector; inside the Space sector with an innovative idea that has an application outside the Space sector; or outside the Space sector with an innovative idea for any sector, but the innovation clearly benefits from technology and/or data from the Space sector.



5. IMPLEMENTATION PROCESS

Who?	What?	How?	Duration (hours)
Project Manager	Introducing to the startup	Online meetings (or in person if possible)	As needed
	Sign the agreement	Agreement between the partner and the Astropreneur	
	Perform the need assessment	Online meetings (or in person if possible)	
	Define the action plan (including objectives, actions and KPIs)	Action plan	
	Select the mentors	Action plan	
	Monitor the process and KPIs	Online meetings (or in person if possible)	
	Assess the mentoring and report the work done	Report	
	Record time, activities and outputs	Timesheet	
Mentors	Introducing to the startup	Online meetings (or in person if possible)	50
	Revisit the action plan	Online meetings (or in person if possible)	
	Support, guidance, facilitation, feedback and review of the defined action(s)	Online meetings (or in person if possible)	
	Collaborate on the monitoring and validation of the process and KPIs	Online meetings (or in person if possible)	
	Report the work done and KPIs achieved	Report	
	Record time, activities and outputs	Timesheet	

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6. MENTORING AREAS – POSSIBLE ACTIONS AND OUTPUTS

<ul style="list-style-type: none"> - Business: support, guidance, feedback/review regarding value proposition, business model, marketing, commercial contacts, pitch, intellectual property and networking opportunities. - Expected outputs: business models defined, commercial contacts established, marketing plans defined, pitches prepared, IP processes guided, among others.
<ul style="list-style-type: none"> - Technical: support, guidance, feedback and helpdesk function regarding space-assets*; facilitate contacts and networking opportunities. - Expected outputs: facilitate access, explain opportunities/potential of existing *space-assets such as Satellite Communications, Earth Observation, Satellite Navigation, Human Spaceflight Technologies and others; contacts established.
<ul style="list-style-type: none"> - Funding: support the identification of private and public funding opportunities; guide the selections of funding options; feedback on applications; facilitate contacts and networking opportunities. - Expected outputs: submission of applications to funding instruments (SME Instrument and other funding sources) and request of capital and/or funding.

7. ASSESSMENT AND REPORTING

The objectives, activities and deliverables will be reviewed by the project manager with the Astropreneur and assigned mentors, between week 6 and 8 of the 12-week mentoring programme, to assess progress and ensure the requirements of the Astropreneur are being met.

There will be a final report produced by each mentor, within 1 month of completion of the mentoring programme, to measure and report on the mentoring the Astropreneur has received, on guidance and recommendation how to move forward and on the next steps along the pathway defined.

