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Guidelines and Template   
for the Preparation of an Outline Proposal

for ARTES 3-4 Satcom Applications Projects

# INTRODUCTION

An Outline Proposal is a means for the bidder to initiate a dialogue with the ARTES 3-4 Satcom Applications Programme Office on the content of the planned activity.

The bidder is reminded that the ARTES 3-4 is an optional programme of the Agency, and as such every activity has to explicitly receive the financial support by the National Delegations of the relevant countries of the consortium. The bidder shall therefore contact their National Delegations before submitting their Outline Proposal[[1]](#footnote-1) .

The bidder is required to submit an Outline Proposal containing the information described in this document before submitting a Full Proposal. On the basis of this initial information, the eligibility of the proposed idea for ARTES 3-4 support can be assessed by relevant ESA experts and early feedback can be provided. Once the Outline Proposal is found acceptable by ESA, the Full Proposal may be submitted.

The suggested length of an Outline Proposal is 25 pages and the bidder is encouraged to include diagrams, charts, and tables as appropriate to support the written text.

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| Some tutorials to assist you in completing each section of the Outline Proposal can be accessed via the Outline Proposal Development Tool under:  <http://artes.esa.int/opdt>  following ARTES Applications Projects → ARTES 3-4 Applications Projects  We’d really love to make the Outline Proposal Development Tool better. To do this we really need your feedback. Click the following link to help us!  <http://arteslab.no-ip.org/opdt> |

**OUTLINE PROPOSAL ARTES 3-4 Satcom Applications**

**TABLE OF CONTENTS**

**1. System/Service Opportunity Overview**

*This section should describe the opportunity the bidder intends to pursue in the project, through the system to be developed and the service to be provided (referred to below as the “system/service”).*

The contents of this section should include:

1. A high level description of the opportunity the bidder intends to pursue through the proposed system/service.
2. An outline of the user context (e.g. current users, what they currently do, where they operate, how) and how the proposed new system/service will affect them.
3. A high level analysis of current tools and solutions being used by the users.

*Suggested length: 2 pages*

*Suggested aid: a map highlighting the opportunity for the system/service*

**2. Major Project Stakeholders and Needs**

*This section should describe the major project stakeholders of the intended development including a profile of the target customers and of the needs for the system/service.*

The contents of this section should include:

1. An identification of the stakeholders in the project, distinguishing between customers (who pay), users (who uses), service providers and other stakeholders (regulators, relevant authorities).
2. A description of the customers that will be targeted with the proposed system/service.
3. An analysis of the needs and constraints of the target customers, including specifics on their buying process and special criteria (e.g. certifications) required to do business with the customer.
4. A list and associated description of the potential utilisation by the user, including their needs, and the burning problem the proposed product/service will address for them.
5. A high level assessment of the benefits (e.g. financial, societal) resulting from the use of the system/service that will affect the key stakeholders.

*Suggested length: 2 pages*

**3. Service Value Chain**

*This section should describe the participants in the value chain for the system/service.*  
The contents of this section should include:

1. An overview of the service value chain describing interactions among customers, users, service providers and other key stakeholders.
2. A discussion of the changes, if any, introduced in the value chain by the proposed new system/service.
3. A summary of the partnerships you plan to secure in the service value chain.
4. A summary of the relevant experience and background of each partner with respect to the project implementation and service provision for the operational roll-out stage.
5. Identification of any key obstacles to establishing these partnerships (e.g. possible constraints in IPR exploitation).

*Suggested length: 2 pages*

*Suggested aid: a value chain diagram*

**4. Competitive Positioning***This section should describe how the proposed system/service is placed with respect to competitors.*

The contents of this section should include:

4.1. An overview of the key competitors (web links to their system/service would be appreciated).

4.2. An explanation of your competitive differentiation over these competitors.

*Suggested length: 1 page*

*Suggested aid: a competitive matrix*

**5. Market Analysis**

*This section should provide an overview of the relevant market and the potential opportunity for your system/service.*

The contents of this section should include:

1. An overview of the market the system/service aims to address.
2. A quantitative assessment of the addressable market for the proposed system/service.
3. A discussion of your market penetration projections (i.e. percentage of market share, etc.), including key assumptions. This part should be put in relation with the competitive positioning described in point 4 and stakeholders’ benefits described in point 2.5.

*Suggested length: 2 pages*

*Suggested aid: A table summarizing the market penetration projections*

***6. Financial Indicators***

*This section should describe the key financial indicators of the business opportunity for the proposed system/service.*

The contents of this section should include:

1. The total project costs (cumulative figures) and the requested ESA co-funding.
2. A spreadsheet of the expected revenues, expenses and cash flow projections associated with the operational phase of the proposed system/service, including a list of key assumptions.
3. An identification of the break-even point (time) for the system/service, both with and without ESA co‑funding.
4. A discussion of envisaged financial risks associated with the proposed project.

*Suggested length: 2 pages*

*Suggested aid: A financial spreadsheet*

***7. User Requirements***

*This section should describe the approach to defining the requirements for the system/service and should provide the initial set of key user requirements.*

The contents of this section should include:

1. A description of the intended approach (e.g. waterfall, agile) to identify user requirements and system requirements, starting from the user needs (identified in 2.4).
2. An overview of the initial set of key user requirements (including traceable identifiers) in relation to the identified customer constraints and user needs.
3. The expected level of involvement in the project of actual end users to define the key user requirements.

*Suggested length: 2 pages  
Suggested aid: A preliminary user requirements table*

***8. System/Service Architecture***

*This section should describe the overall architecture for the proposed system/service.*

The contents of this section should include:

1. A high-level block diagram of your system/service showing the key attributes and key building blocks and the main interfaces (internal and external).
2. A preliminary description of the pilot system to be deployed (e.g. number of sites/number of terminals to be deployed, geographical areas).

*Suggested length: 3 pages  
Suggested aid: a high level block diagram*

***9. Implementation Approach***

*This section should describe how the overall system will be realised.*

The contents of this section should include:

1. An explanation of the starting point for project implementation. Provide links to existing system/service which will be enhanced through the proposed project.
2. *A* description of how the different blocks (shown in 8.2) of the system will be realized (e.g. purchase of commercial products, loan from partners or sponsors, developments performed within the contract by a specific partner).
3. An explanation of the envisaged development approach, (e.g. design and trade-offs, integration, verification).
4. An identification of the risks (technical and business related) associated with implementation and your mitigation plan.

*Suggested length: 2 pages*

***10. Pilot Service***

*This section should describe the stage for the operational pilot of the service with users.*

The contents of this section should include:

1. A description of the pilot service activities (users involvement, envisaged utilisation of the system e.g. 2 hours of use every day, duration of the pilot stage e.g. 8 months, etc.)
2. An overview of the anticipated preparation activities of the pilot, including deployment, integration within the user environment, acceptance, logistics, training, etc.
3. Statements of commitment from users/stakeholders involved in the pilot (if available).
4. Preliminary considerations for evaluating system and service performance during the pilot.
5. A description of the success criteria/goals to be achieved for customer commitment.
6. A description of the planned approach to promote the commercial uptake of the system/service (e.g. incentives for project pilot users to subscribe to the operational service).
7. An assessment of the risks associated with the pilot service and your plan to mitigate these.

*Suggested length: 2 pages*

**11. Finance, Management, Administrative (FMA)**

*This section should describe the activities required to complete the intended development, their costs, and the timelines for completion.*

The contents of this section should include:

1. An identification of all key tasks (e.g. first level Work Packages) to be performed.
2. Partners presentation, including identification of prime and subcontractor(s).
3. A project schedule including timelines for the intended start date, duration and expected completion date for all key project components.
4. A table stating total project costs and the amount of ESA co-funding being requested for each contractor (prime and sub-contractors, if applicable) and per country.
5. Preliminary break-down of main cost elements (including HW and SW procurement, development costs).
6. Identification of co-funding source.
7. Description of possible overlaps of the proposed project with activities undertaken by the members of the consortium in the frame of other publicly funded national and/or international programmes. Provide corresponding relevant information (activities’ description, costs of the activities, funds received, funding agency, related programme, timeframe).

*Suggested Length: 4 pages*

*Suggested aid: a schedule showing timelines for key activities and a table showing project costs and the funding requested from ESA.*

1. Coordinates of National Delegations can be found under:

   <http://artes-apps.esa.int/national-delegations> [↑](#footnote-ref-1)