

ESA InCubed programme

27/06/2023

Albin Lacroix ESA Φ-lab Invest Office

ESA UNCLASSIFIED - Releasable to the Public





Accelerate the future of Earth Observation

via transformational innovation*



Who

Whom



Investing in Industrial Innovation

What	Industry-led commercial programme in Earth Observation
	21 countries with a total size of €180 M

Why Develop innovative & commercially successful products and services based on strong customer engagement in order to stimulate and grow EO business across Europe

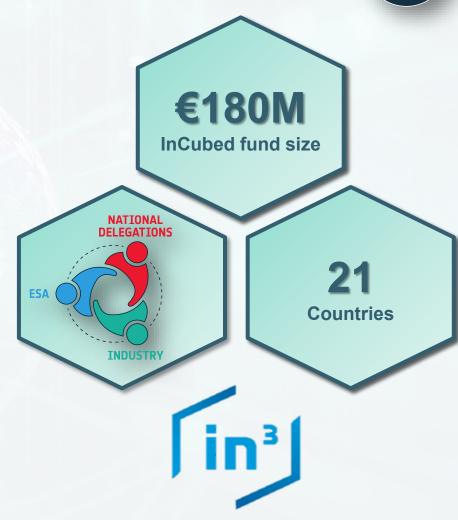
ESA, National Delegations, and Industry

Managed by Φ-lab in ESRIN (Frascati, Italy)

For **Established companies** (i.e. LSI and SMEs) to innovate their portfolio with highly competitive product/services

For **start-ups** and **New Space** companies, to establish their business taking advantage of ESA's strong technical/industrial knowledge and so reducing their business risks

When Always, it is an open call for proposals (with some exceptions)





Investing in Industrial Innovation

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Scope

Wide scope - anything from Space segment to Ground segment and Data segment.

Maturity

De-risk and Development to reach Minimum Viable Product triggering customers and potential investors interest

Maturity

Shall reach at least TRL 7-8 (MVP for revenue generation)

Co-Funding

PPP - Typically 50%, up to 80% SMEs

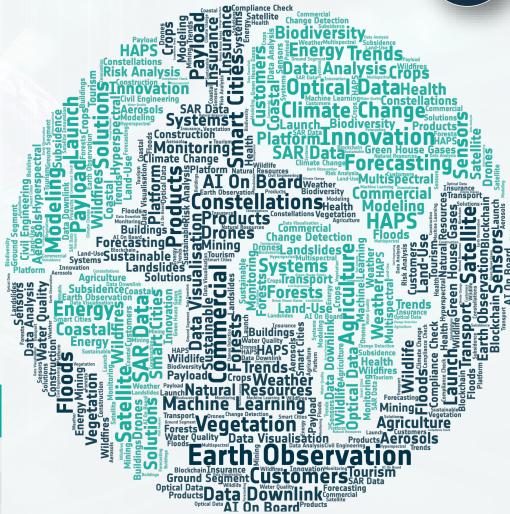
Portfolio

85 activities - ranges 150k to 17 MEuros (co-funded)

65% co-funding rate in average

Cycle	TRL	ACDI	Funding Level up to % (of total allowable cost)		Funding level for Universities
		ASRL	Large Companies	SME	or Research Institutes with no commercial Interest in the Product
De-risking	Up to 4-6 (1)	Up to 3	Up to 75%	Up to 80%	Up to 100% of maximum 30% of the cycle costs
Product development	Up to 7 (8 for IOV)	4 Up to 8	Up to 50%	Up to 80%	Up to 100% of maximum 30% of the cycle costs

⁽¹⁾ Depending on the technological or market risks as assessed by the Agency





Investing in Industrial Innovation



InCubed is more and more seen as a key tool for company innovation



Privileged access to commercial product and services enabling your development Access to ESA EO facilities and Φ-lab community



Zero-equity co-funding (agreed with your Participating State)



Membership of the InCubed community with access to networks and dedicated events



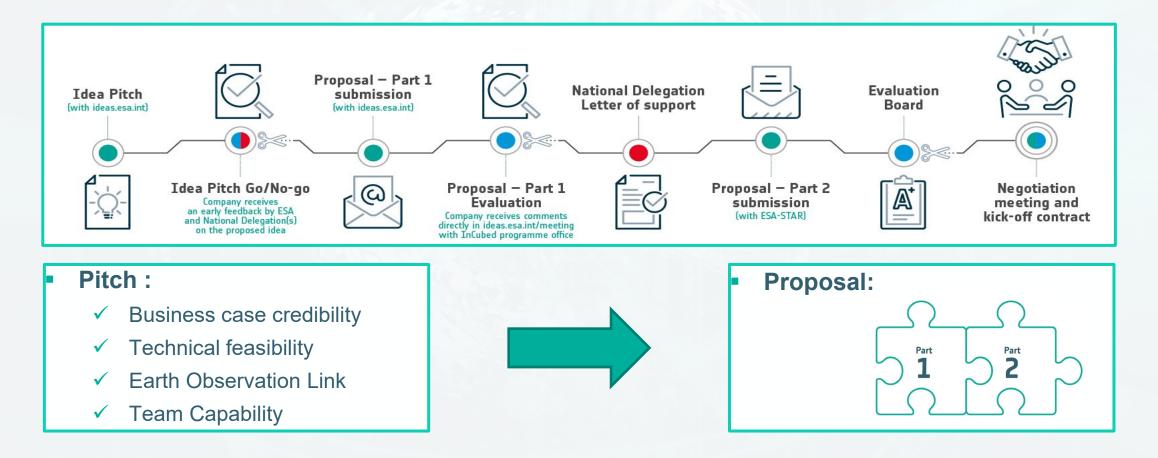
Personalised guidance from world-class technical expertise & commercial support



ESA stamp of credibility (e.g. use of the ESA logo,...)



All Ideas will be strictly confidential, only the InCubed team will have access to them. The overview of the process is presented for information and completeness below.



InCubed Activities – Some examples



InCubed Activity portfolio: https://incubed.esa.int/activity-portfolio/



Improve potato production yield. A paradigm change for Earth observation integration in the agro-food industry

GeoVille HLB



FloodSENS aims to create an algorithm that efficiently reconstructs flooded areas under partial cloud cover in optical satellite images



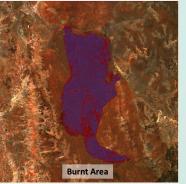


SIAMaaS software is an expert system that turns multispectral satellite imagery into stable, comparable, spectral categories.



RSS-Hydro





End-to-End data producer that enables a better and faster detection and monitoring of wildfires and burnt areas from space.



Thank you for your attention

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To know more, visit our website:

https://incubed.esa.int

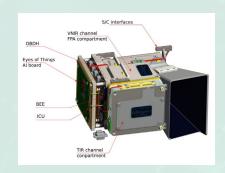
https://incubed.esa.int/faq/

InCubed Activities – end-to-end systems





cosine





HyperScout-2 for the FSSCAT mission (phi-sat 1). Miniaturized hyperspectral and thermal imaging coupled with Artificial Intelligence for breakthrough operational space missions



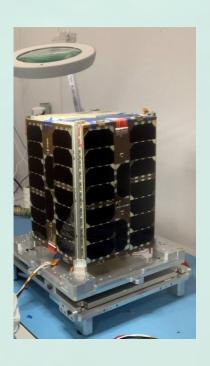












MANTIS is a demonstration mission to develop, build, launch and operate an innovative nanosatellite that will fly a high resolution camera