

# ESA InCubed programme

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# 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

**Who**

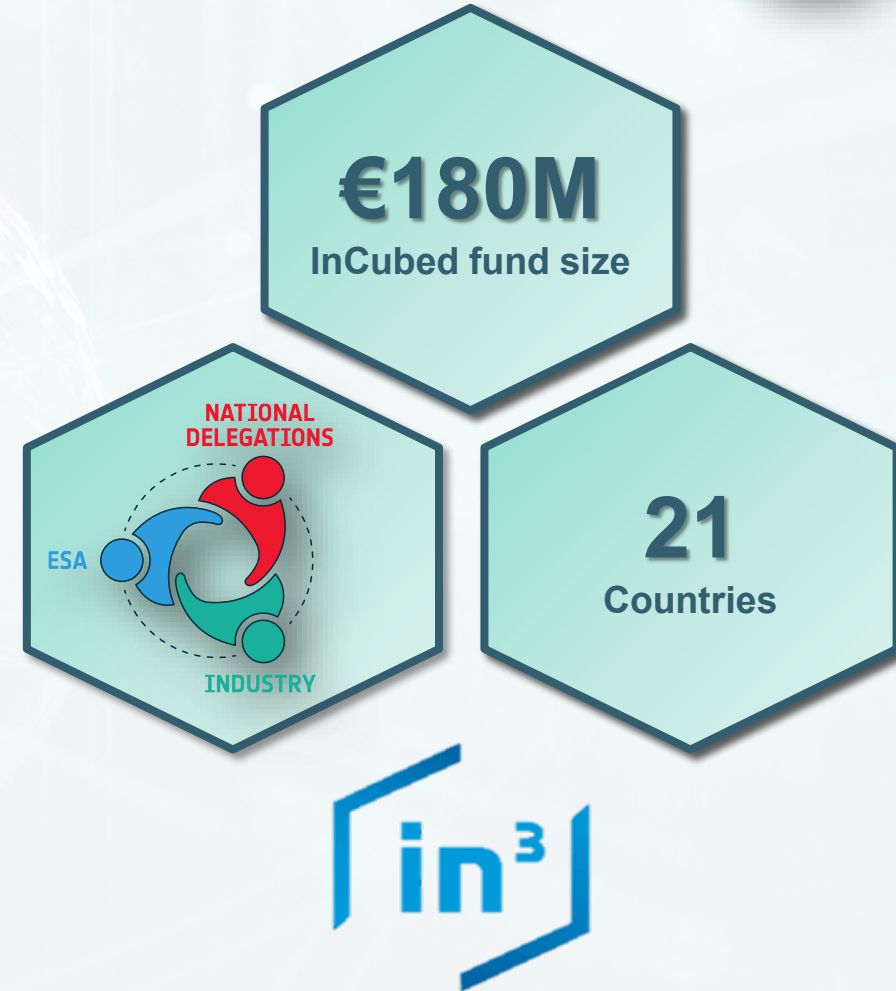
ESA, National Delegations, and Industry  
Managed by Φ-lab in ESRIN (Frascati, Italy)

**Whom**

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

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

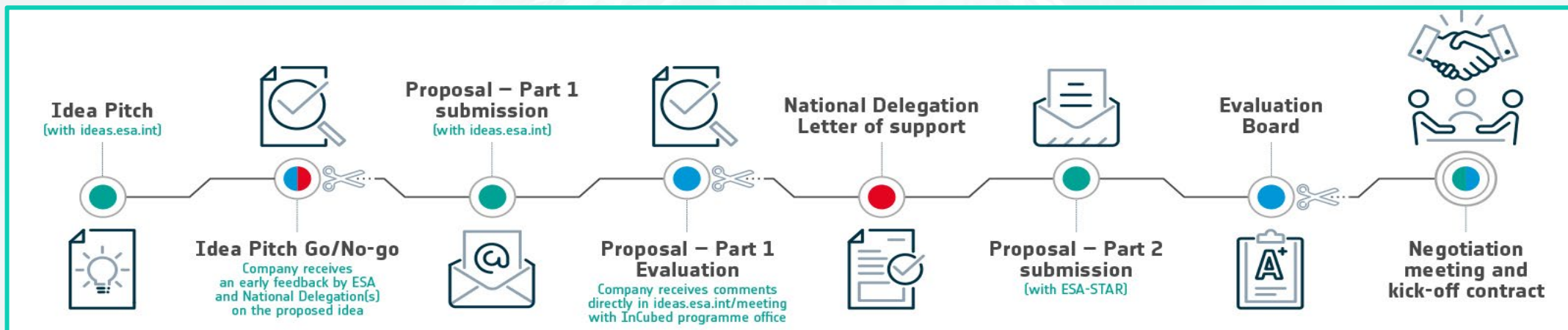


Personalised guidance from world-class technical expertise & commercial support

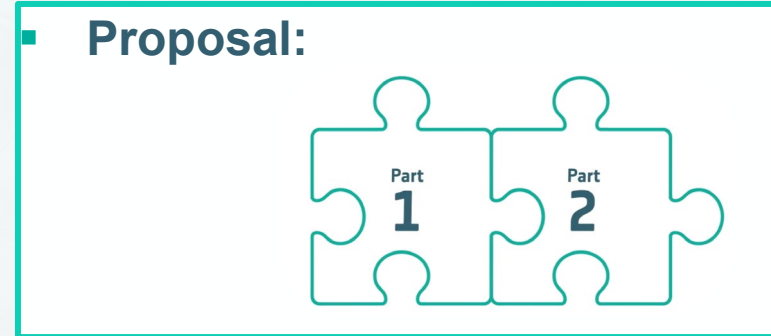


ESA stamp of credibility (e.g. use of the ESA logo,...)

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.



- **Pitch :**
  - ✓ Business case credibility
  - ✓ Technical feasibility
  - ✓ Earth Observation Link
  - ✓ Team Capability



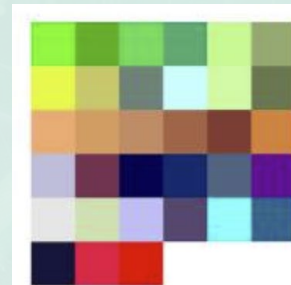
# InCubed Activities – Some examples



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



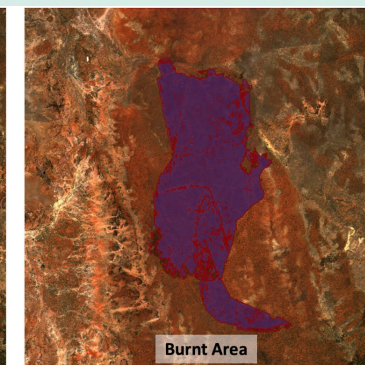
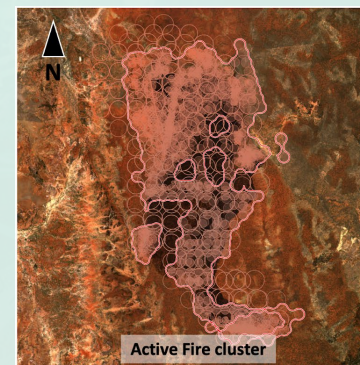
Improve potato production yield. A paradigm change for Earth observation integration in the agro-food industry



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



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



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:

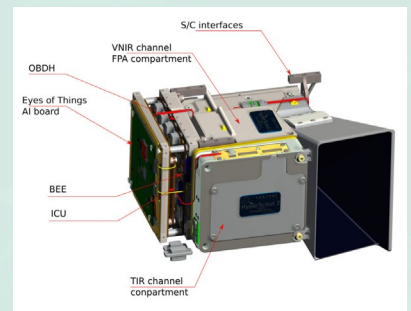
<https://incubed.esa.int>

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

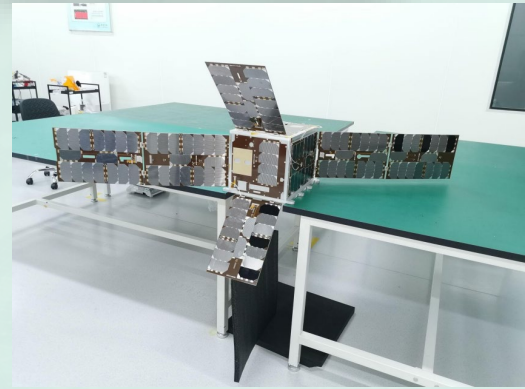




cosine



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