

EVALUATION PROCESS AND CRITERIA

A. Evaluation process

Until further notice by the Agency or Aerospace Valley, Applicants are invited to submit their proposal for ESA Business Incubation Centre Sud France at all times.

Upon receipt of the proposal, the Agency and its local partners shall first assess the admissibility of the Applicant's proposal. The proposal is only admitted for evaluation in case all formal requirements have been met. In all other cases the proposal shall be rejected. The outcome of this first assessment shall be communicated to the Applicant.

In case the proposal is compliant with the formal requirements, Applicants will be invited to hold a presentation of the proposal in front of the above mentioned ESA BIC Sud France Tender Evaluation Board (TEB) and to provide answers to any questions the Board might have.

The proposal and the presentation will be marked against the selection criteria detailed below.

The TEB makes a recommendation to the Agency's Award Board whose decision regarding the application is final and non-appealable. The incubator manager is responsible for notifying the Applicant in writing.

Upon receiving notice that the application has been unsuccessful the Applicant may request Aerospace Valley to advise him/her of the reasons why the application was unsuccessful. This outcome of the evaluation will not be construed as to prevent the Applicant from submitting a renewed application.

Upon receiving notice that the application has been successful the Applicant is requested to register his/her company at a French Chamber of Commerce if not already done so.

B. Evaluation criteria

The evaluation shall be based on the way the criteria below have been addressed both in the proposal and during the Applicant's presentation.

- Formal Aspects
- Compliance with ESA General and ESA BIC Sud France Specific Requirements
- Background and Experience (25%)
 - o Team composition and experience
 - o Support entities and ownership structure
 - o Vision
- Technology and service (20%)
 - o Space connection
 - o Feasibility
 - o Level of maturity
 - o R&D strategy
 - o IP

- Value proposition and market (20%)
 - o Added value to the customer
 - o Credible Market
 - o Prospective customers
 - o Competitors
 - o Marketing and sales strategies
- Business Modelling and Risk (15%)
 - o Revenue model
 - o Financial projection
 - o Risk analysis
- Activity proposal (20%)
 - o Well described
 - o Feasible
 - o Expectations regarding the program