

INFO SESSION FOR RESEARCH PARTNERS

ESA Business Incubation Center Switzerland
Dr Nanja Strecker (ETH Zurich, VPFW)
10 October 2016

ETH zürich

OBJECTIVES

- Introduction to ESA BIC Switzerland
- Discuss how you can help us
- ESA BIC CH in the Swiss space support context
- Answer any questions you might have



**business
incubation
centre**
Switzerland



ESA BUSINESS INCUBATION



business
incubation
centre
Switzerland

Network of 16 Centres supporting space-related start-ups to get their business off the ground.

130+

Yearly start-ups supported across Europe

400+

Start-ups supported to date

- ✓ EBN Partnership
- ✓ 9 European Agencies
- ✓ 12 Research Institutes

Legend


- ESA Business Incubation Centre




A PROGRAM FOR START-UPS WITH A “SPACE CONNECTION”



business
incubation
centre
Switzerland

WHO?  **ETH Zurich** together with **3 subcontractors and 50+ additional corporate and research partners**, Swiss and international

WHAT?  **Switzerland-wide start-up and incubation program** for space-related high-tech start-ups

HOW?  Two phase program for **up to 10 start-ups per year:**
Phase 1: “Incentive Phase”
50k € per start-up, whereof 25k € from ESA
Phase 2: “Incubation Boost Phase”
Min. 450k € per start-up, whereof 175k € from ESA

WHERE?  Start-ups not obliged to relocate, but to **participate in community program. ESA BIC CH “Community Home”**: **Impact Hub** Zurich/Geneva/etc.

FOR WHOM?  **Early stage high-tech start-ups** related to space technology (ICT, cleantech, telecommunications, materials, electronics, mobility, etc.), <5 years old

WHEN?  **Open call from September to end October 24**; first start-ups entering program in December 2016

ETH zürich



AP-SWISS 
APPLICATIONS AND SERVICES POWERED BY SATELLITES

ESA BIC SWITZERLAND WHO IS ON BOARD?



business
incubation
centre
Switzerland



And more
to come!

HOW DO WE SOURCE AND SELECT START-UPS?



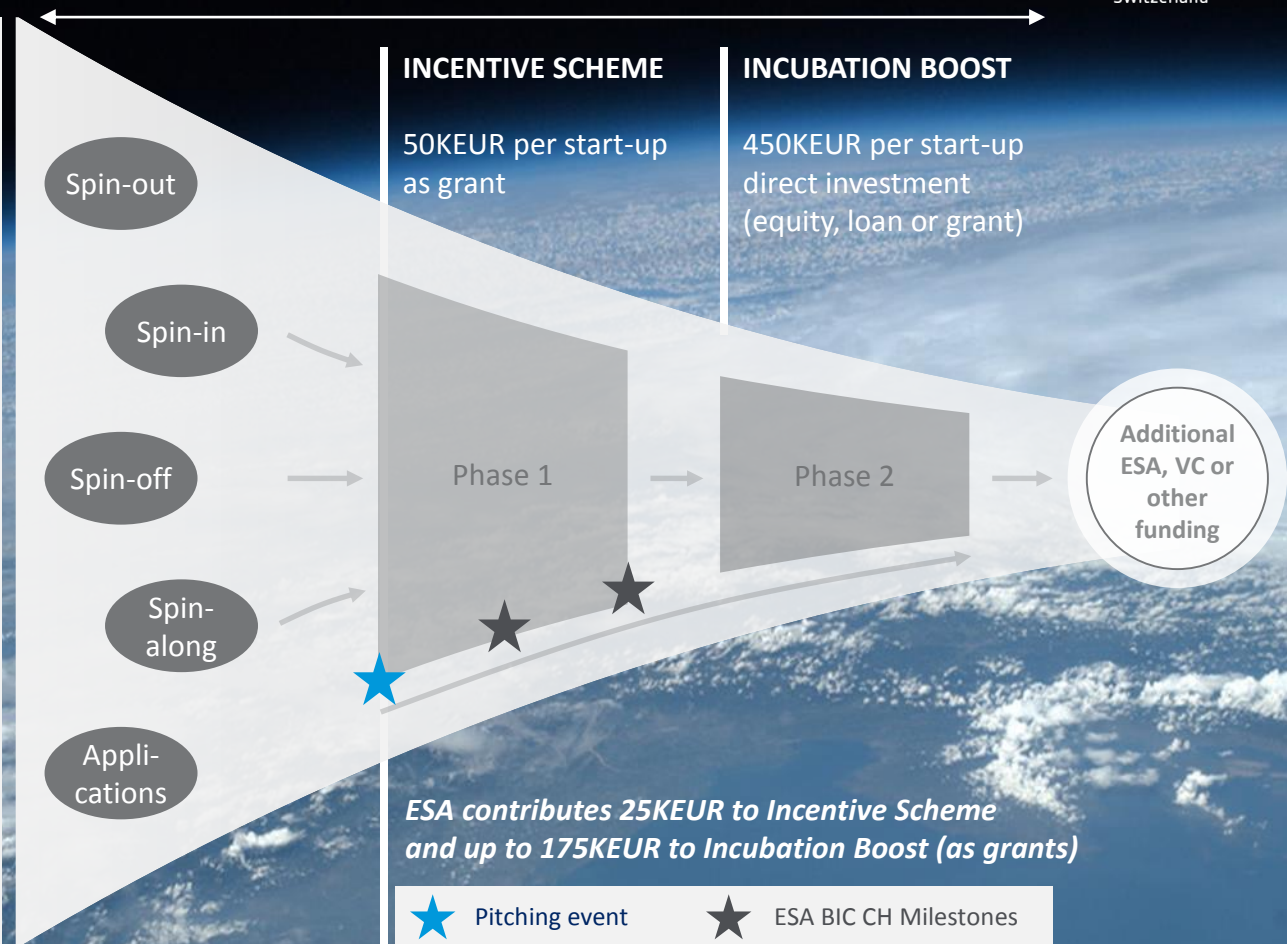
business
incubation
centre
Switzerland

Sources for “deal flow”

Permanent Open Call on
www.esabic.ch

Plus pro-active sourcing via:

- **Research partners**
- AP-Swiss (ESA IAP Program)
- Swiss Space Center
- VentureKick/IFJ deal flow(s)
- Corporate partners
- Impact Hub network
- ... and other sources



IN SCOPE & OUT-OF-SCOPE: WHO IS ELIGIBLE?



In Scope

Up to 5 years old

Registered in Switzerland¹

With some “space technology connection”. Either:

- You with space technology
- Your technology for space application (as of 2017)

Also in domains of: ICT, Telecommunications, Robotics, Security, Mobility, Energy



Out of Scope

No SME

Corporate Spin-Off (when corporate still holds $\geq 50\%$)

Pure usage of GNSS (e.g. GPS), with no hardware or IoT connection

No protected technology



business
incubation
centre
Switzerland

ETH zürich



AP-SWISS 
APPLICATIONS AND SERVICES POWERED BY SATELLITES

¹ At latest when signing the incubation contract.

IN SCOPE & OUT-OF-SCOPE: EXAMPLES



In Scope



Blockchain in the sky



UAV anti collision system



Mission control
based on big data



Satellite communication



Drones with one or more
satellite channel(s)



Out of Scope



Another Google Maps



Purely location
based games



Pure space application
or product¹



business
incubation
centre
Switzerland

ETH zürich



AP-SWISS 
APPLICATIONS AND SERVICES POWERED BY SATELLITES

¹ Pure "spin-ins" (for space only) for the moment not eligible. Planned as of 2017. Process at ESA on-going and looking good.

ESA BIC SWITZERLAND: HOW DOES THE PROGRAM WORK?



business
incubation
centre
Switzerland

ETH zürich



Phase 1 Incentive Scheme

Phase 2 Incubation Boost

Phase 1+2:
max. 2 years

Financing



From ESA, 25k € (grant)
Partners & 25k € (ESA grant)
Investors

Financing round: $\geq 275k$ €
(equity, convertible, grant)
175k € (ESA grant)

Business Coaching



Start-up
Programs
& Corporate
Partners

Trainings, workshops: KickersCamps/VentureKick,
VentureLeaders, and individual business support by corporate
partners

Technical Coaching



Academic &
Industrial
Partners

Up to 80 hours technical support; lot of it free-of-charge
Access to know-how, prototyping facilities, testing, etc.

Locations



Co-working
and Start-up
Locations

Optional, **not mandatory**: @ ImpactHub(s) Zurich, Geneva,
Bern, Technopark Zürich, Switzerland Innovation Park Zurich
& Park innovAARE

Communi- nity



Impact Hub

At Impact Hub Zurich, Geneva, Bern
Regular community building events (also with corporates)

Technical Support/Coaching:
for this, the present
research institutions signed
support letters for our bid.
Next step (as of Dec. 2016):
convert into
“sponsor/membership
agreements” and start
supporting start-ups

ESA BIC SWITZERLAND: HOW TO APPLY AS A START-UP?



business
incubation
centre
Switzerland

Requirements



- A promising business idea
- Demonstrate clear „space connection“
- Commitment to building a business
- Desire to scale and learn
- Entrepreneurial and innovative team
- Registered in Switzerland (at point of contract signature)

Application



- Go to www.esabic.ch
- *Suggestion:* first download and fill-out the two-pager template
- *Then:* download the full application documents and complete them
- Submit by 24.10., midnight (23.59h)

For questions & support
with applications, contact:
startups@esabic.ch

Selection



- **Tender Opening Board:** checking formalities and “space connection”
- **Tender Evaluation Board (4.11.):** evaluating and deciding on cases; jury: ESA, Swiss Space office, ETH Zurich, IJF/VentureKick, Industry Experts
- 20 min pitch presentation and 20 min Q&A
- Announcement of winners: before 10.11.2016
- **Winners: to pitch at ESA BIC launch event, 10.11.2016**

BENEFITS - WHY SHOULD START-UPS PARTICIPATE?



Up to 500k € in seed financing (175k from ESA; rest: e.g. V'Kick, etc.)



Access to broad network of corporate and research partners



Access to ESA network (incl. technical facilities/support) and European side ESA BIC network, and their partners



Business support: by cutting-edge VentureKick and VentureLab programs, and by selected corporates



Technical support: up to 80 hours of technical support, by companies and research organisations of our consortium (plus ESA)



Networking amongst relevant start-up peers, and access to Impact Hubs in Switzerland



A Switzerland wide program



business
incubation
centre
Switzerland

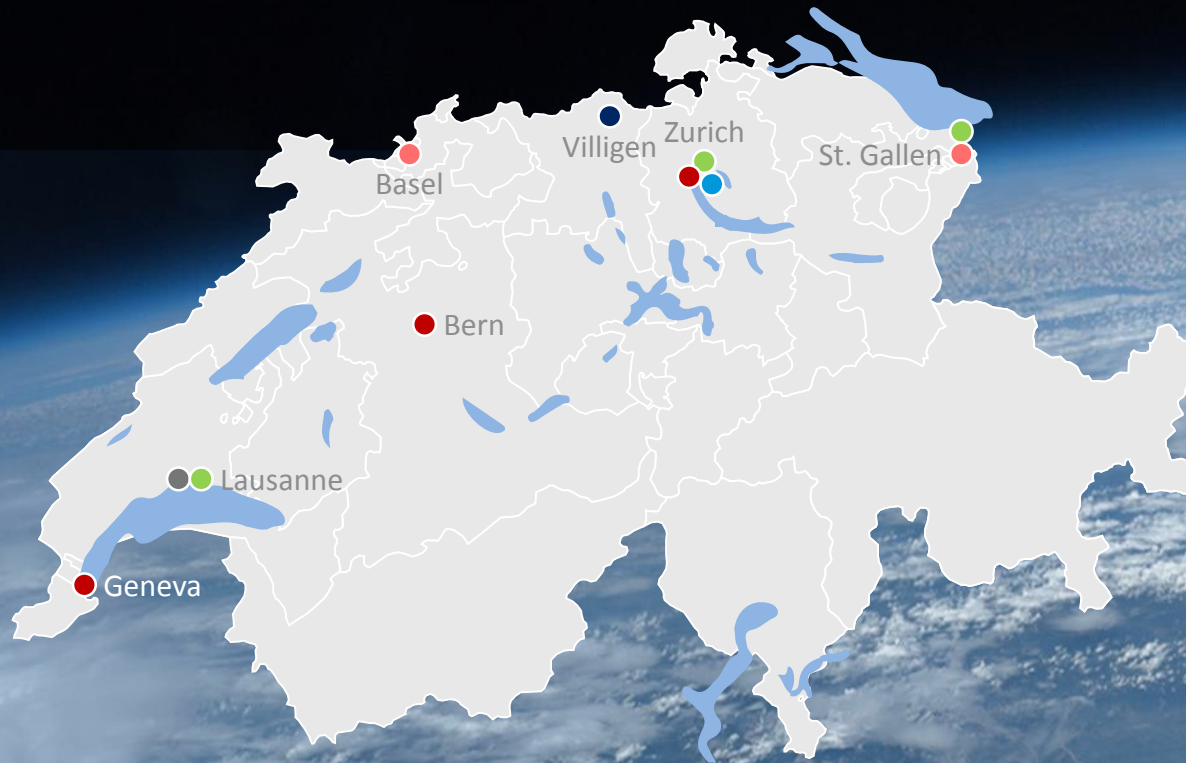
ETH zürich



ESA BIC CH LOCATIONS/PROGRAM: SET FOR LAUNCH



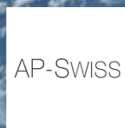
**business
incubation
centre**
Switzerland



Existing locations
Planned locations



Existing locations



Existing location



Existing locations*
Planned locations



* And so far included Switzerland Innovation (Park) locations, in ESA BIC CH. Others potentially to come.

ESA BIC SWITZERLAND

NEXT STEPS



business
incubation
centre
Switzerland

ETH zürich



esa
AP-SWISS
APPLICATIONS AND SERVICES POWERED BY SATELLITES

Topic	Project Timing 2016			
	September	October	November	December
Communication	★ ★ Press release ETH Industry Day		10.11. ★ Launch Event	1./2.12. ★ ESA Minister conference, Lucerne 7.12. ★ ★ SSC General Assembly
Start-up Outreach	★	★ Open Call on website	★ Swiss Start-up Day 24./25.10.	...
Start-up Selection (3 p.a.)	Pre-info event 28.07.	24.10. (midnight) Application Deadline	★ ★ 4.11. TEB (1st selection)	...
Start-up \$ and Support Program				Up to 2y, per start-up ...
Partners & Sponsors Contracts (50+)		With 3 operational partners		With key sponsors, etc. ...
Set-up of ESA BIC Switzerland (finances, legal, processes, etc.)				On-going since July 2016
ESA BICs exchange	★ 12./13.9. bi-yearly meeting		★ 25./26.10. Galileo/Copernicus Masters competition ceremony	

ESA BIC SWITZERLAND: OPERATIONAL TEAM

Dr Nanja Strecker & Cyril Kubr

ETH Zürich (VPFW)

General Management & Project Lead



Niels Rot

Impact Hub Zurich

Community Management



Philip Hassler

IFJ/ Venture Kick

Startup Management



Dr Jose Achache

AP Swiss

IAP Management



business
incubation
centre

Switzerland

ETH zürich



AP-SWISS
APPLICATIONS AND SERVICES POWERED BY SATELLITES

ESA BIC SWITZERLAND: STRATEGIC SET-UP



Advisory Board (TBC)

Prof Dr Detlef Günther ETH Zürich



Dorian Selz Squirro & serial entrep.



Roger Wüthrich Swisscom



Beat Schillig IFJ & Venture Kick

Rainer Horn Space Tec Partner

Volker Gass Swiss Space Center

Ulrich Kübler Airbus Space & Defense

...

Start-up Selection Committee:

**ETH Zürich, ESA, Swiss Space Office, IFJ, AP Swiss,
plus industry and VC experts**



**business
incubation
centre**
Switzerland

ETH zürich



AP-SWISS 
APPLICATIONS AND SERVICES POWERED BY SATELLITES

OBJECTIVES



**business
incubation
centre**
Switzerland

- Introduction to ESA BIC Switzerland
- **Discuss how you can help us**
- ESA BIC CH in the Swiss space support centre
- Answer any questions you might have

1. Create awareness for new program
2. Identify projects/start-ups
3. Provide technical support and network

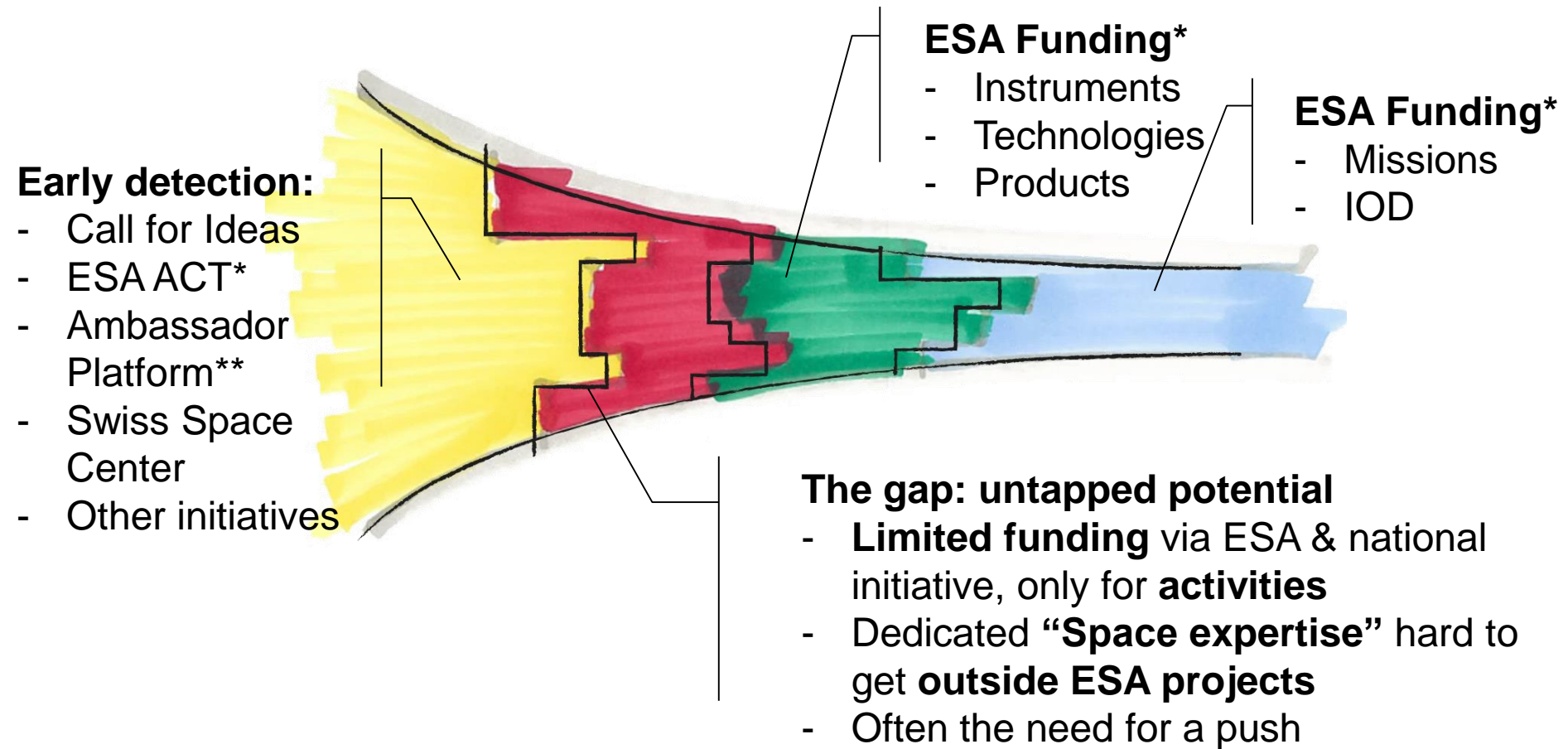
OBJECTIVES

- Introduction to ESA BIC Switzerland
- Discuss how you can help us
- **ESA BIC CH in the Swiss space support context**
- Answer any questions you might have



**business
incubation
centre**
Switzerland

The Innovation Funnel



*) 100% ESA funding

***) Partially financed by ESA

Space R&D Programmes

GSTP General Support Technology Programme (Make & Develop)

- Technology Development
- «Spin-in»
- Technology transfer
- Commercialization
- Co-funded by ESA (50%-75%)

ARTES Technology Programmes (Core Competitiveness)

- Technologies for Telecommunications Space & Ground / User Segment
- Mostly Industry-initiated
- Co-funded by ESA (50%-75%)

ARTES Applications Programmes (IAP and SATAPPS)

- Telecom and «Integrated» Applications (incl. Navigation and Earth Observation)
- Commercial Services & Businesses
- Co-funded by ESA (Standard: 50%)

National Studies

- Small Call for Idea (20 kCHF)
- Mesures de Positionnement – National Technology Studies (Up to 250 kCHF)
- Collaboration Academia and Industry
- Fully funded

OBJECTIVES

- Introduction to ESA BIC Switzerland
- Discuss how you can help us
- ESA BIC CH in the Swiss space support context
- **Answer any questions you might have**



**business
incubation
centre**
Switzerland

LOOKING FORWARD TO A GOOD COLLABORATION!



business
incubation
centre
Switzerland

ALSO SEE:
WWW.ESABIC.CH