



## Act In Space

**25th and 26th May 2018**

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**ActInSpace®**

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**Guide for candidates**

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[www.actinspace.org](http://www.actinspace.org)

[entreprises.cnes.fr/ActInSpace](http://entreprises.cnes.fr/ActInSpace)



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## ***ActInSpace®: between a hackathon and a startup weekend***

### **1. A CHALLENGE FOR STUDENTS AND ENTREPRENEURS**

ActInSpace® is an event organised by CNES (the French space agency), the ESA (European Space Agency), and ESA BIC Sud France on the subject of Sciences, Space and Technology Transfer, in every country in the world.

The event brings together business creators, students, entrepreneurs, developers, users, creative minds and job seekers over a weekend. More than 2.000 candidates are expected all around the world.

### **2. THE OBJECTIVES**

The objectives of ActInSpace are:

- To develop the spirit of enterprise among young people
- To demonstrate that space is a vector of innovation for employment and economic development in a sphere beyond its usual ecosystem
- To participate in the adoption and reuse of space technologies and data
- To find future candidates, in the short or medium term, for the ESA BICs and regional incubators.

### **3. IMPORTANT POINTS TO NOTE**

On Friday 25th May, each team must be made up of a maximum of five people – preferably with complementary profiles. In 24 hours, they must solve one of the challenges proposed by the organisers, relating to the use of space technologies in everyday life.

In each city, the teams will present their work to the jury on Saturday 26 May at about 15:00. The deliverables may be in the form of a mock-up, a presentation, hackathon-type software development, etc.

The winning regional teams will proceed to a national final in each country. The winners of the national finals will be invited to the international final, which will take place on 27th June 2018 in Toulouse, at the Toulouse Space Show.

High-value prizes are to be won at the national finals and the international final.

The projects produced – whether they win or not – may subsequently be supported, via the ESA BICs and the other partners of the event, with a view to allowing the emergence of startups in the field of space applications.

## ***Before the weekend of 25th/26th May***

Candidates are invited to ask questions during the Reddit (the date will be specified on the site) and they are invited to the preparatory meeting organised in each city (the date will be specified on the site). The objectives of this meeting are to:

- Present the weekend of 25th/26th May
- All questions to be asked about the challenges, directly and via the groups on LinkedIn
- Meet other candidates and start to form the teams

## ***Schedule for the weekend of 25th/26th May***

### **FRIDAY 25TH MAY**

13:00 - 13:30: Reception of candidates

13:30 - 14:00: Welcome messages from the central organisers

14:00 - 15:00: Messages from the local organisers and constitution / finalisation of teams

15:00: Work starts

19:00: Experts giving information about techniques and data from the space sector go off duty.

20:00: Evening meal

21:00: Work continues long into the night.

### **SATURDAY 26TH MAY**

08:30 - 09:00: Breakfast

09:00: Back to work!

10:30 - 12:00: Progress meeting with each team on how the work is progressing, with the Business coaches

13:00: Lunch

14:00 - 15:00: Finalisation of presentations and oral preparation (support from Business coaches)

15:30: Presentation of projects to a jury of professionals

16:30: Deliberation by the jury/juries

17:00: Three prizes awarded on each site, including the winner.

17:30: Farewell cocktail

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## The rules

You are reminded that registering for ActInSpace® means that you accept the rules that are found on the site.

## Advice for teams

Teams can be formed in advance. They will be constituted or finalised on Friday 25th May from 14:00 to 15:00. It is therefore possible to start the initial work before Friday 25th May 2018. Some advice:

- Build multidisciplinary teams\*
- Be as imaginative and creative as possible.
- Do not hesitate to ask for help from the experts referred to in the challenges, and the various coaches.
- Don't forget to think about Intellectual Property and the data value, and ask our IP experts.
- Organize your time effectively. The analysis of the technologies from the space sector must not take you too much time. You may consider that the technologies respond to what is announced in the presentation text of the challenges, without going into the details of the technology.

\* The jury will be aware that the teams are multidisciplinary and that they will address as many aspects as possible in their presentation.

## The experts

On each of the event's sites, experts will be present to help the candidates in the choice of subjects and in accomplishing them. Various expert profiles will be available to the teams:

- The **Challenge Authors (Representatives)**: their role is to present the challenge on the day, and to help the candidates with their respective challenge, particularly for questions relating to the technologies addressed. They are the author of the patent or an expert in the field. They are generally not in the candidates' city.
- The **Space technologies experts**: they support the teams, in addition to the challenge representatives, in understanding space technologies. There should be one at least in each city.

- The **Coaches**: present on each of the sites, they provide their expertise in the areas of competence directly related to the product and to the market (business, computing, innovation, etc.).

The list of Challenge Representatives and Experts is present on the ActInSpace® site, and will be given by the local organisers.

## COMMUNICATION METHODS DURING THE WEEKEND OF 20TH/21ST MAY

It is necessary that candidates are equipped with their own laptop. As soon as participants have a question about their challenge, they will turn firstly towards space experts present in their city.

If none of them have the answer, they will send a mail to: challenges-actinspace@outlook.fr.

For their questions are taken into account, it is necessary to respect some rules:

- Posted by spokesman
- Mail subject: Challenge of Reference - Location - Team name
- (Example CNES01 - Toulouse - AIS Team)
- 1 question per email
- Question synthesized (not more than 5 lines)
- Mail signed by email of spokesman

If these constraints are not respected, their email is returned.

Replies will be sent to another mailbox, it will be impossible to correspond directly with it. Each question will be posed via challenges-actinspace@outlook.com.

## ***Presentation to the jury***

Each team have a total of **8 minutes** to make their pitch to the jury. If a city has too many teams, the local organisers may decide to reduce this time to 6 minutes.

Each team must make an attractive presentation of their project, putting forward in particular the points emphasising the assessment criteria. This presentation may be in the form of a film or slides. A projector will be available to the candidates. Each team will be able to complement the presented information with other elements: mock-up, prototype, oral information.

The pitches must highlight the innovative nature, the development of Space technologies, the envisaged environment and economic model, maturity of supply and demand, and the expected benefits of the project (relevance of the project to major social issues, etc.), in particular in terms of creation of services and employment, management of intellectual property, the product/service in its normal environment.

The objective of this pitch is to simulate an interview with investors, you must persuade them to work alongside you, and to give your project financial support. Sell it!

Lastly, the candidates must answer any questions from the jury at the end of the presentation.

Note: Be sure to remember the number of your challenge during the presentation.

Note: The presentation must be in the language of the country in which the city is located, unless otherwise specifically indicated by the organiser. The international final will be in English.

## ASSESSMENT CRITERIA

To win the contest, the best project will be presented in the form of a mock-up, a presentation, an application, a specification depending on the chosen challenge and the expected deliverables.

It must meet **FIVE** essential criteria:

- the use of space data or technologies.
- the innovative and original nature of the project (product, service, incremental, radical and architectural, technological and organisational, business model, social innovation)
- the expected benefits of the project (relevance of the project to major social issues, etc.) in particular in terms of creation of services and employment.
- the validity of the economic model to generate income (maturity of supply and demand, reliability analysis, etc.)
- the jury's special prize

For the business plan part of the presentation, we recommend using the model provided by Strategyzer <http://www.businessmodelcompetition.com/business-model-canvas.html> for which you will find a tutorial here: <http://youtu.be/QoAOzMTLP5s>

## ***The finals and the prizes***

### **1. IN EACH CITY**

In each city, a podium is selected by the local organisers, and the winner will take part in the national final if there are multiple cities in the country (England, France, Greece, Poland). The prizes are set by the local organisers.

### **2. AT THE NATIONAL FINAL**

In countries in which there are multiple cities, one national city must be chosen by the country, between the weekend of 25th/26th May and the international final on 27th June in Toulouse.

### **3. AT THE INTERNATIONAL FINAL**

All of the finalist candidates are expected in Toulouse on Tuesday 26th June, where they will be provided with accommodation on 26th and 27th June. A cocktail reception will be organised for the evening of Tuesday 26th June.

The competition events will take place on Wednesday 27th June. The candidates will be invited to the Toulouse Space Show gala evening, during which the prize-giving will take place.

The ActInSpace® international prize gives the entire team access to a zero gravity flight organised by our partner Novespace.

## AIRBUS DS PRIZE APPENDIX

### Principle of the prize:

### Scoring

### AirBus DS representative

### Deliverables

### Aspects to be addressed

## INPI PRIZE APPENDIX (ONLY IN FRANCE)

### Principle of the prize:

This prize will encourage candidates to take intellectual property aspects into consideration. It will reward the team that best addressed the aspect of intellectual property strategy, independent of the other criteria. Any team competing in ActInSpace® may be awarded the INPI prize, even if they are not in the top three in their region. This prize is accompanied by reproductions of patents for historic inventions dating from the 19th and 20th centuries (ADER patent, EIFFEL, the major inventions in aeronautics from ADER to Concorde, etc.)

It will be awarded at the Toulouse Space Show gala evening on 29th June, by the President of INPI, Mrs Agnès Paillard.

### Scoring

The INPI has sole discretion to award the prize.

### INPI representative

The candidates will be assisted by professionals from the intellectual property field, which will allow them to have increased awareness about these subjects. In particular, there will be representatives from the INPI. It will be essential to consult them about your project, that the idea is not already covered by an existing patent.

### Deliverables

An one-page memo shall be sent to Mr Alain Souchard: [asouchard@inpi.fr](mailto:asouchard@inpi.fr).

### Aspects to be addressed

It does not involve demanding a reasonable effort from the teams, given that they only have 24 hours to accomplish everything. We propose limiting the study to the following aspects:

- IDENTIFYING THE CORE OF THEIR WORK'S INNOVATION IN A FEW LINES, TO HIGHLIGHT WHAT IS NEW
- PROPOSING A FEW AVENUES FOR PROTECTING THEIR IDEA. HOW TO SECURE THE WORK WITH ANY PARTNERS (E.G. CONFIDENTIALITY AGREEMENT)?

**TEAM NUMBER:**

**PARTICIPATION CITY:**

**NAME OF PARTICIPANTS:**