



ActInSpace

25 and 26 May 2018

ActInSpace®

Guide for coaches (except those with space expertise)

ActInSpace®: Challenges for students, apprentices, entrepreneurs and/or space lovers.

ActInSpace was designed and launched by CNES, which is the design authority and organiser in France. The ESA and its ESA Business Incubation Centres network support ActInSpace and ensure its reach outside of France. ESA BIC Sud France, coordinated by the Aerospace Valley cluster, is the event operator in charge of setting up this event, which is dedicated to students but open to everyone.

The purpose of this contest is to promote the use of space technologies for citizens and our planet by organising a major public event focusing on the challenges of space. More than 3,000 candidates are expected in more than 70 cities around the world.

Objectives

The objectives of ActInSpace are to:

- Develop an entrepreneurial spirit in young people.
- Demonstrate that space drives innovation in employment and economic development in a sphere that reaches beyond its usual ecosystem.
- Create an attractive event that confirms the dynamic image of space.
- Participate in the adoption and reuse of space technologies and data.
- Identify future candidates, for the short or medium term, for regional incubators, the ESA BICs and partners.

Key points

On Friday 25 May, candidates must form teams of up to five people – preferably with complementary backgrounds. They will have 24 hours to resolve one of the challenges developed by the organisers, which focus on the use of space-related technologies in everyday life.

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

If several cities from the same country are participating, the winning regional teams will face off in a national final. The winners of each country will be invited to the international final which will be held in Toulouse on 27 June 2018, at the Toulouse Space Show 2018

<https://www.toulousespaceshow.eu/tss18/>.

There are significant prizes to be won at both the national and international finals (see <https://actinspace.org/>).

The projects produced – whether they win or not – will subsequently be supported, if the candidates wish, via the ESA BICs and the other partners of the event, with a view to allowing the emergence of start-ups in the field of space applications.

Schedule for the weekend of 25/26 May

FRIDAY 25 MAY

13:00 - 13:30: Candidate welcome

13:30 - 14:00: Welcome messages from central organisers and information from regional organisers

14:00 - 15:00: Selection of challenges / finalisation of teams

15:00: Challenges begin

16:30 - 18:00: Information on various subjects with space experts and coaches.

20:00: Evening meal

21:00: Work continues long into the night.

SATURDAY 26 MAY

09:00: Breakfast

10:30 - 12:00: Coaches work with each team to take stock of progress on the challenges

13:00: Lunch

14:00-15:00: Finalisation of presentations and practice for the pitch (with support of coaches)

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

16:30: Deliberation by the jury/juries

16:45: Prizes awarded on each site

17:00: Closing cocktail

Note: This standard schedule may be modified in certain cities.

What is expected of the coaches in each city

The challenges proposed as part of ActinSpace are intended to introduce space technologies and data, and their contributions to society. More specifically, these technologies are transferable into market applications that can lead to the creation of products and /or services with a view to the development of company projects.

In this context, coaches are called upon over the two days. Experts in marketing/strategy, creativity, IT, innovation, intellectual property and legal issues will be present on each of the sites, at the request of the local organisers.

INTRODUCTION

The competition is open to all, and candidates may have very different backgrounds and levels. For some candidates, this may be their first contact with the entrepreneurial world, which we hope will grab their interest. The coaches will need to be patient and willing to teach throughout the weekend.

The coaches are expected to raise questions rather than offer solutions. They must sense when the moment is right to join in a team discussion and avoid interrupting discussions in progress.

PREPARATION PRIOR TO THE WEEKEND OF 25/26 MAY

They must contact the local organisers to introduce themselves and provide practical information such as their arrival time.

We recommend that they read the challenges beforehand and attend the prep meeting with the candidates to be held on 15 May at 17:00 in certain cities (date subject to change by local organisers).

ROLE FROM 15:00 TO 17:00 ON FRIDAY 25 MAY, DURING CHALLENGE SELECTION

This kick-off period will be a time for raising technical questions. The space technology experts are mainly expected to offer their technical expertise on the subject during this period.

The candidates will be focused on understanding the subjects; the coaches must be discreet, occasionally helping candidates by explaining the scientific information provided by the Space experts in plainer language.

COACH'S ROLE AFTER 17:00 ON FRIDAY 25 MAY

The objective is to lead the candidates towards a creative mindset that should then result in the formal definition of a product or service designed based on the challenge and the space technology.

Before the Business coach leaves the site in the early evening, we recommend conducting a project progress review with the team after the evening meal, based on a first presentation in "storytelling" mode via a Business Model Canvas or equivalent model (Lean Canvas, etc.).

COACH'S ROLE ON SATURDAY 26 MAY

From 9:00 to 11:00 on Saturday, coaches can support the participants in finalising/validating the practice chosen in response to the challenge. They will coach the participants one final time in validating their business model.

From 11:00 to 13:00 and then from 14:00 to 15:00: finalisation of presentations and start of pitch training for the teams.

OTHERS PERSONS SUPPORTING THE CANDIDATES

The **Space sector experts** also help the teams to understand the space technologies. We hope to have at least one expert in each city. An additional support tool on **ChatSpert** (see below) will allow participants to talk with space sector experts via the site <https://actinspace.org/>.

Appendix 1: The challenges

Many challenges are proposed to give the candidates choices and the option of selecting several challenges that meet their objectives and areas of interest. For the sake of clarity, the challenges are identified by 2 labels, 3 categories, and tags.

LABELS

Labels allow candidates to know whether a challenge can easily lead to starting up a business, and therefore to competing for the ActInSpace grand prize.

The ActInSpace In challenges: AIS-IN

Most of the challenges were designed to allow participants to develop their entrepreneurial spirit through space technologies (patents, data, software, infrastructures, etc.) and start a business project. Challenges identified by the **#AISIn** label are those that we believe fit this model.

The ActInSpace Off challenges: AIS-OFF

ActInSpace is open to challenges that will not necessarily lead to a start-up project, but more probably an association or project with an environmental and/or societal impact, and that will need to be developed over the medium/long term. These challenges are identified with the **#AISOff** label.

Note:

One of the purposes of ActInSpace is to promote the creation of start-ups. To win the ActInSpace grand prize, the projects proposed will therefore need to have real start-up potential. In our experience, we believe this is more feasible with the AIS-IN challenges, but if an idea for starting up a business were to emerge from an AIS-OFF challenge, it would be just as eligible for the grand prize. Challenges with the **#AISIn** and **#AISOff** labels also give access to prizes other than the ActInSpace grand prize.

THE CATEGORIES

Categories are used to indicate what we believe is the most likely end purpose of your project's application/service. A challenge generally falls under a single category, but in some cases it can cover several.

Everyday Life Business **#EveryDayLifeBusiness:**

Challenges in this category allow candidates to propose a start-up project based on space-related technologies or data and involving applications/a service for everyday life (not space-related).

Be a new space actor **#Space4.0:**

Challenges in this category represent an opportunity to become a new space industry player by applying innovations and technologies from other fields to the space sector.

Space for humanity **#Humanitarian:**

Challenges in this category propose to dedicate space-related technologies to humanitarian or environmental causes. We have included the space exploration challenges in this category.

Note:

Participants are free to propose the usage of the space technologies/data proposed in the challenges. The categories present the types of applications that we feel are the easiest to achieve, but they are for information only.

THE TAGS

A tag is a keyword that allows grouping of challenges with shared characteristics, often tied to the space sector or to non-space technologies. The tag cloud below characterises the challenges and allows their selection:

#EarthObservation #Satellite #Navigation(GNSS) #Drone #Balloon #SpaceOperation #Optical #Electronics #ImageProcessing #Materials #Robotic #BigData #ArtificialIntelligence #InternetOfThings #Moon #Mars #ISS #Exploration #SpaceExperiment #Ecology #Health #Science #Software #Data #Patent #EveryDayLifeB2C #EverydayLifeB2B

Note:

Each challenge is linked to several tags. Challenges can be sorted by tags on the international site: <https://actinspace.org/>.

Appendix 2: ActInSpace grand prize

By participating in ActInSpace, candidates can compete for many prizes, but during the weekend of 25/26 May they will mainly prepare a start-up project to attempt to win the ActInSpace grand prize (Zero G flight). Coaches must therefore help the candidates present the best project for the ActInSpace grand prize. The information below will allow you to understand how you can help the candidates. If you work with candidates who took up an ActInSpace Off challenge, you will need to adapt your approach to their objectives and help them make it as realistic as possible.

PRESENTATION BEFORE THE JURY OF YOUR CITY

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

Each team will be asked to present their project in an attractive manner, emphasising the points concerned by the assessment criteria. The presentation can be in the form of a film or slide show, and mock-ups or applications can be used as well, depending on the challenge chosen and the expected deliverables. A video projector will be available to the candidates. Each team will be able to supplement the information presented with other elements: mock-up, prototype, oral information, etc.

The pitches must highlight the innovative nature of the project, the development of space technologies, the envisaged environment and economic model, the 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 jobs, management of intellectual property, and the product/service in its usage environment.

The purpose of this pitch is to simulate a meeting with investors or an incubator selection committee. They must be won over by the project and want to support it financially. The keyword is: sell your project!

Lastly, the candidates must answer any questions from the jury at the end of the presentation. The three top projects will be chosen for each city by the local organisers. The winner will participate in the national final if there is more than one participating city in the country. If there is just one city in the country, the winning team will represent its country at the international final. The prizes are chosen by the city organisers.

Note: **State the number of the challenge** during the presentation.

Note: The presentation must be in the language of the country in which the city is located, unless otherwise specified by the organiser.

ASSESSMENT CRITERIA FOR ACTinspace GRAND PRIZE

The projects are assessed according to **FIVE** criteria:

- Use of space data or technologies (elimination criterion).
- Validity of economic model to generate revenue (maturity of supply and demand, reliability analysis, etc.). This criterion can award up to 8 points.
- Innovative and original nature of the project (product, service, or incremental innovation, radical or architectural innovation, technological or organisational innovation, business model or social innovation). This criterion can award up to 4 points.
- Expected benefits of the project (relevance of the project for major social issues, etc.), in particular in terms of creation of services and jobs. This criterion can award up to 4 points.
- Jury's favourite. This criterion can award up to 4 points.

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>