



# YOUR BUSINESS POWERED BY SPACE

**Dr Lucia F. de la Bella**  
ESA UK Business Applications Ambassador  
South East, London & East of England

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## Dr Lucía F. de la Bella

My background is in **theoretical cosmology**, holding relevant lead positions in my previous position, at the University of Portsmouth (UoP).

Most relevant my **lead** role as **validation of ground segment** software in the ESA mission **Euclid**.

Broad experience in the **space sector**.

I have applied astrophysics techniques to real-world problems using satellite **downstream applications**.

I have **designed space missions** to address climate change and planetary resilience.

I contributed to organising **Mission Space**, launching the UoP's space ambitions, and played a significant role in composing the UoP's **space charter**.

I have also been a **Space Academic Network Fellow**, writing case studies to support UKSA Business Case towards **ESA CMIN22**.



## Dr Lucía F. de la Bella

As **ESA Ambassador** “I bring space solutions to non-space companies”.

My main **goal** is “to break barriers to advance our knowledge, technology and make social advances for all humanity”.

My **motivation** is “to act as a bridge between the UK and the Spanish Space Sectors”.





SPACE SOLUTIONS

ESA UNCLASSIFIED



European Space Agency



## Portsmouth Research Institute for Space Missions (PRISM)

Partnering with industry to make  
the UK a leading space nation

CASE FOR DEVELOPMENT



## SPACE MISSION INCUBATOR

Accelerated and accessible  
transformation from science  
concepts to mission design

Get your project proposal ready

- Do you have an idea for a space mission, or a research area that you think could benefit from a space-based solution?
- Do you need access to spacecraft engineering and mission design expertise?
- Do you want to contribute to a diverse pipeline of UK-led missions, and enable the UK to realise its ambition to be a leader in space?



$$V_0 = \sqrt{\frac{gR^2}{R+h}}$$

$$R_{rel} = \frac{1}{2} R_{g,rel} + \Delta g_{rel} = \frac{8\pi G T_{rel}}{c^4}$$



**S P A C E  
S O U T H  
C E N T R A L**

## The largest regional space cluster in the UK

Maximising our collective regional strengths in space for the benefit of the UK

- Catalysing investment
- Delivering missions and capability
- Championing space



UNIVERSITY OF PORTSMOUTH



**South Coast**  
Centre of Excellence in Satellite Applications



University of Southampton



UNIVERSITY OF SURREY





## THE EUROPEAN SPACE AGENCY

The European Space Agency (ESA) is Europe's gateway to space since 1975.

Dedicated to the peaceful exploration and use of space for the benefit of humankind.

We work together with our 22 Member States to push the frontiers of science and technology, and promote economic growth in Europe.



**1. Science & Exploration.** Human space flight and interplanetary missions.



**2. Space Safety.** Looking at asteroid strikes, space debris and cyber security.



**3. Enabling & Support.** About launchers and rockets and the manufacturing operations of spacecraft and satellites.

**4. Applications.** Looking at the use of space data, e.g. satellite navigation, communications and earth observation.

# ESA SPACE SOLUTIONS

The largest space innovation network in the world.

The go-to place for businesses using space to improve everyday life.

*“In ESA Space Solutions our aim is to show that space is open for business and has the power to improve our everyday lives on Earth.”*

Are you an entrepreneur, are you running a start-up or an established business?

ESA Space Solutions can help you with

- funding support,
- business incubation,
- access to investors
- and business expertise.



**BUSINESS APPLICATIONS**

**BUSINESS INCUBATION**

**TECHNOLOGY TRANSFER**

# ESA SPACE SOLUTIONS

## Programme Objectives

- Promote space applications and services to a wide range of customers.
- Support the development of new operational services for these customers
- Projects must make use of **at least one space asset**.
- Support cross-fertilisation with other disciplines.

The programme is designed to have different entry points

**BUSINESS APPLICATIONS**

**BUSINESS INCUBATION**

**TECHNOLOGY TRANSFER**



Zero-equity funding (from €50k to €2M+ per activity)



A personalised ESA consultant



Technical support and commercial guidance



Tailored project management support



Access to our international network of ESA and partners



Access to our network of investors



Credibility of the ESA brand

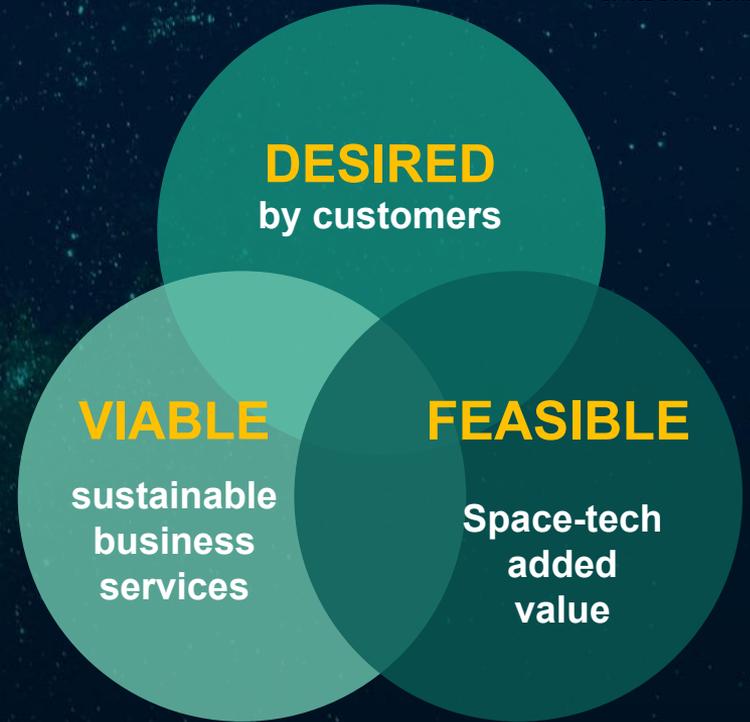
## WHAT ESA IS LOOKING FOR

### INNOVATIVE SERVICES THAT:

- Start from **market demand**, not technology push
- Are focussed on **business development**, not technology development

### OBJECTIVES:

- Foster utilisation of **existing space capabilities**
- **Avoid research** and new technology developments
- Work in close partnership **with users/customers**
- Develop integrated and **sustainable services**



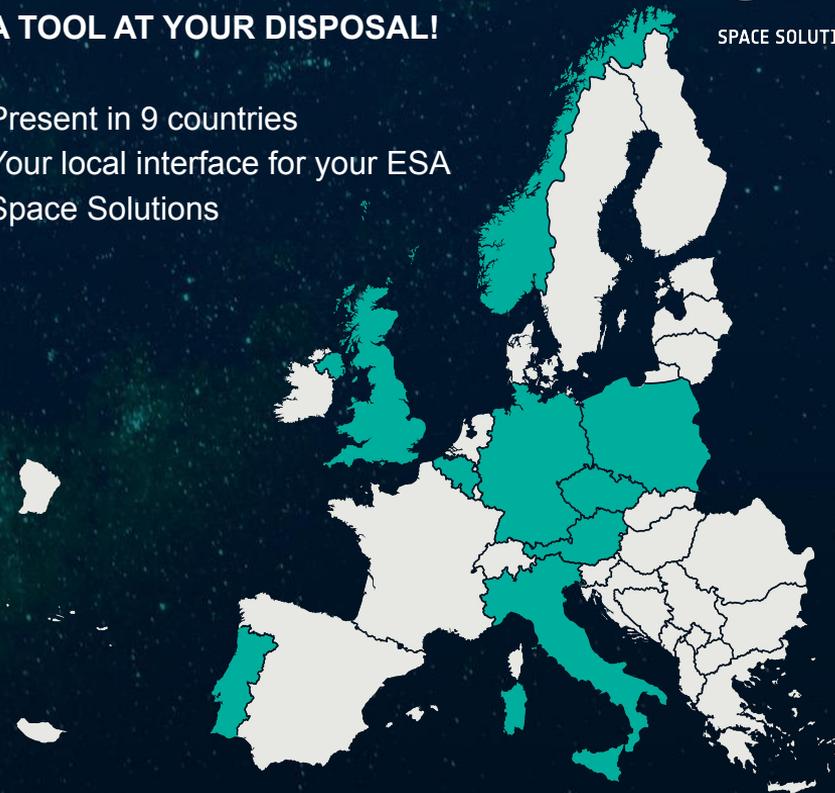
## THE AMBASSADOR NETWORK

- First national point of contact, reinforcing positive messages about space in Europe.
- Act as bridge between ESA, Members States and Industry.
- Ambassadors create and manage relationships with the non-space industry
- Ambassadors are also advisors for companies from the initial stages of awareness to the different types of funding opportunities inside of ESA



## A TOOL AT YOUR DISPOSAL!

Present in 9 countries  
Your local interface for your ESA  
Space Solutions



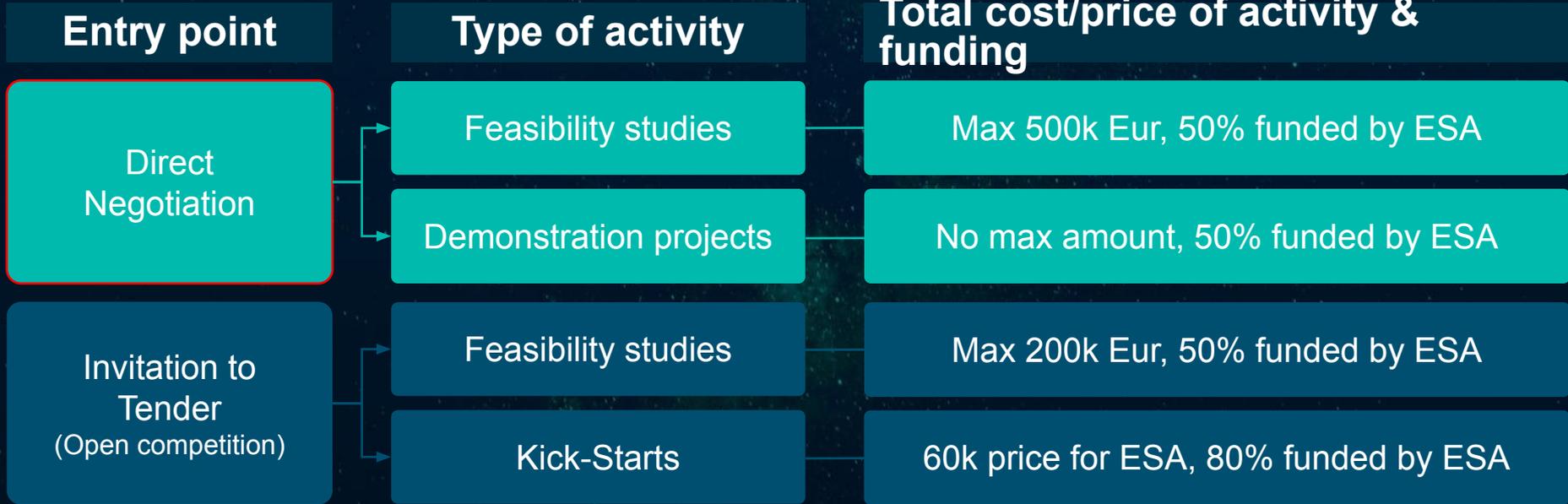
# UK AMBASSADOR PLATFORM

- **ESA UK Business Applications Ambassadors**
- **Providing UK wide, regional & sector focused support to broaden the reach of space applications**
- We advise you on:
  - The application process and how to prepare an Activity Pitch Questionnaire (APQ)
  - Give you an overview of ESA Space Solutions funding opportunities

Our main activities are participating in space and non-space events, by re-distributing social media messages, and most importantly consulting companies on how ESA can support industry.



# ESA BUSINESS APPLICATIONS



## BASS FUNDING SCHEMES

### KICK STARTS

Kick-Start is a funding scheme with thematic activities and is open to any industry.

For start-ups & SMEs.

Funded up to 80% of the total cost and ESA provides up to €64 000 in co-funding.

### FEASIBILITY STUDIES

A feasibility study provides you with an opportunity to explore your ideas, create a business plan and connect with potential customers.

ESA's experts support you in your quest to integrate any space asset into your business and provide the framework for your study.

Activities are funded up to 50% of the total cost.



### DEMONSTRATION PROJECTS

Demonstration projects are designed to mature the value proposition and business plan, and demonstrate the service with potential customers in real life.

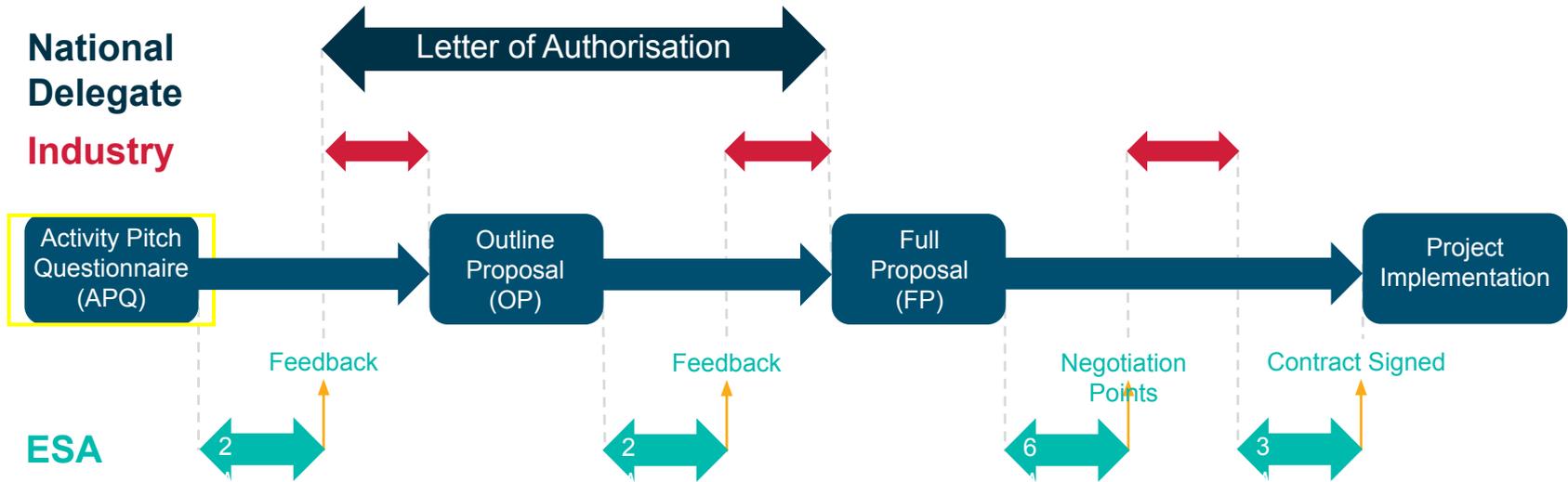
User-driven and they benefit from using at least one space asset, with clear potential to become commercially viable.

Activities are funded up to 50% of the total cost.





## DIRECT NEGOTIATION “Open-Call” ROADMAP



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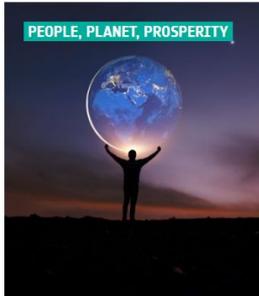
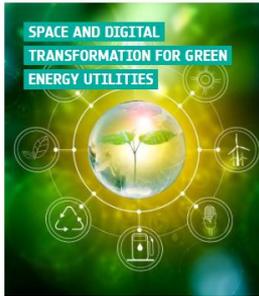




# MORE INFORMATION...

[business.esa.int](https://business.esa.int)

“Featured Opportunities” to see all activities open or in preparation



# THANK YOU FOR LISTENING!

Ask Questions!

Get in Touch!



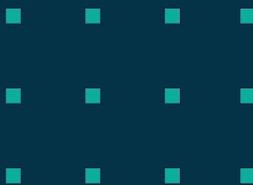
Discuss and Develop Your Idea!

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European Space Agency