ARTES AGILE

ARTES 4.0 Technology & Product Developments

Outline Proposal

Part 2

Business Plan

Proposal title

Proposal Reference: reference number

Notes for the use of this template (to be removed from the Proposal)

**INTRODUCTION:**

ARTES AGILE supports development activities within the ARTES 4.0 Technologies and Products in the Strategic and Generic programme Lines: C&G, Scylight, 4S and 5G. It is intended to facilitate short duration technical de-risking activities critical to the definition and development of future products and services for the SatCom sector.

ARTES AGILE activities are intended for NewSpace developments (allowing for fast to fail, iterative or agile developments) that are limited in duration and limited to an ESA Firm Fixed Price of less than €250,000.

ARTES AGILE activities address high technology risk developments which are necessary to confirm the viability of a product development plan. Therefore ARTES AGILE activities are limited to an agreed derisking plan, with no provision for increasing the scope of work via a contract change note (CCN).

The procurement process is described in the cover letter for ARTES AGILE.

(<https://artes.esa.int/documents>).

**NOTES:**

1. Material presented in this plain style must not be removed nor modified, unless stated otherwise by an explanatory note.
2. Parts highlighted in yellow in this template should be modified as appropriate for your proposed activity.
3. Text in blue and in a smaller font size (*example*) is for guidance and can be removed from the completed outline proposal document.
4. Text in grey (example) do not need to be filled in for the Outline Proposal, but may need to be filled in for the Full Proposal

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*The Business Plan shall provide the commercial rationale for the proposed development activities with the key commercial aspects, including the potential satcom target market, the target customers, the competitive environment and own positioning, as well as the market strategy.*

*Please note that the Business Plan presented in this document shall be related to the* ***target final product(s)*** *to be sold on the market. The target product(s) may include other elements or features not covered by the proposed activities.*

*Assuming favourable feedback on your outline proposal by the Agency, the business plan provided in the outline proposal should be carried forward to form part of your associated Full Proposal (with updated information, as appropriate).*

# Business Model Canvas

*A single page Business Model Canvas Template is available at* [*https://artes.esa.int/documents*](https://artes.esa.int/documents)*.*

# Customer/User Needs

Please provide a description of the anticipated customer needs/requirements, what the technology/product characteristics are that address these needs and the derived requirement/s that ensure these characteristics. The customer needs should be linked to the business model canvas and can be justified by letters of interest if available.

Table 2‑1 Customer Segments/Needs and Key Product Characteristics/Requirements

|  |  |  |  |
| --- | --- | --- | --- |
| **Customer/Customer Segment** | **Customer Problems/Needs** | **Product Characteristics Addressing this Problem/Need** | **Key requirement** |
| ……… | ……… | ……… | ……… |
| ……… | ……… | ……… | ……… |
| ……… | ……… | ……… | ……… |

# Overall development and exploitation plan

Please provide a description of future development activities and required investment to further develop the solution to completion