

HYLAS 1 Applications Workshop Presentation of the ITT and Proposal process

ESA Harwell, 19 October 2011

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Department of Integrated and Telecom Related Applications

ESA-ESTEC

1. Very brief introduction of ARTES 3-4 and ARTES 20 Applications
2. Workflow of the HYLAS 1 Applications Opportunity
3. How to apply:
 - a. EMITS (including ARTES 3-4 vs. ARTES 20)
 - b. The Outline Proposal
 - c. The Full Proposal
 - d. Recap: Checklist
 - e. Contact Points

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Activities done at ESA



All Member States participate in activities and a common set of programmes related to space science and technologies



In addition, members choose the level of participation in the following programmes:

- **Microgravity Research**



- **Manned Space Flight**



- **Earth Observation**



- **Telecommunications and IA**



- **Navigation**

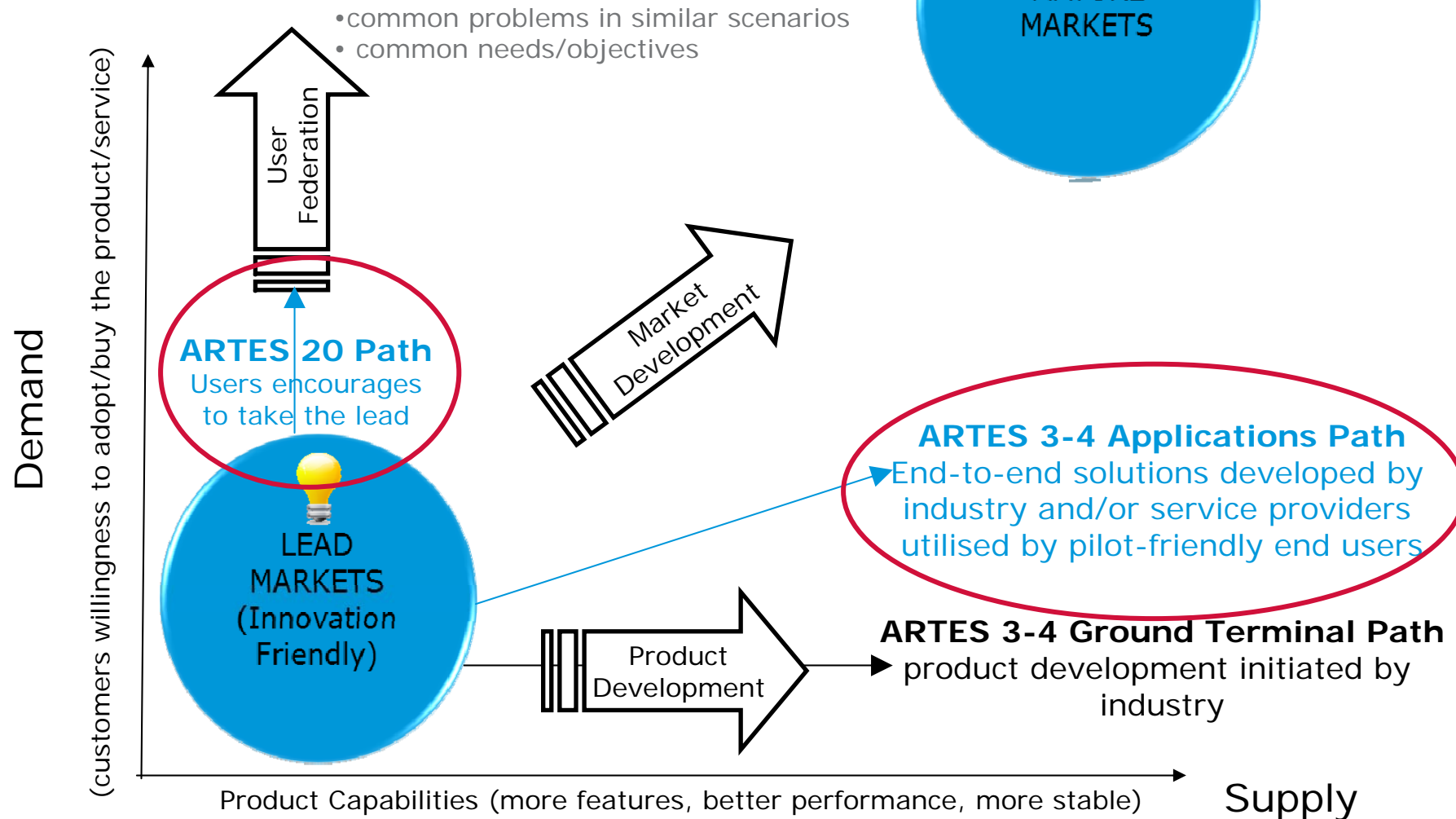


- **Launcher Development**

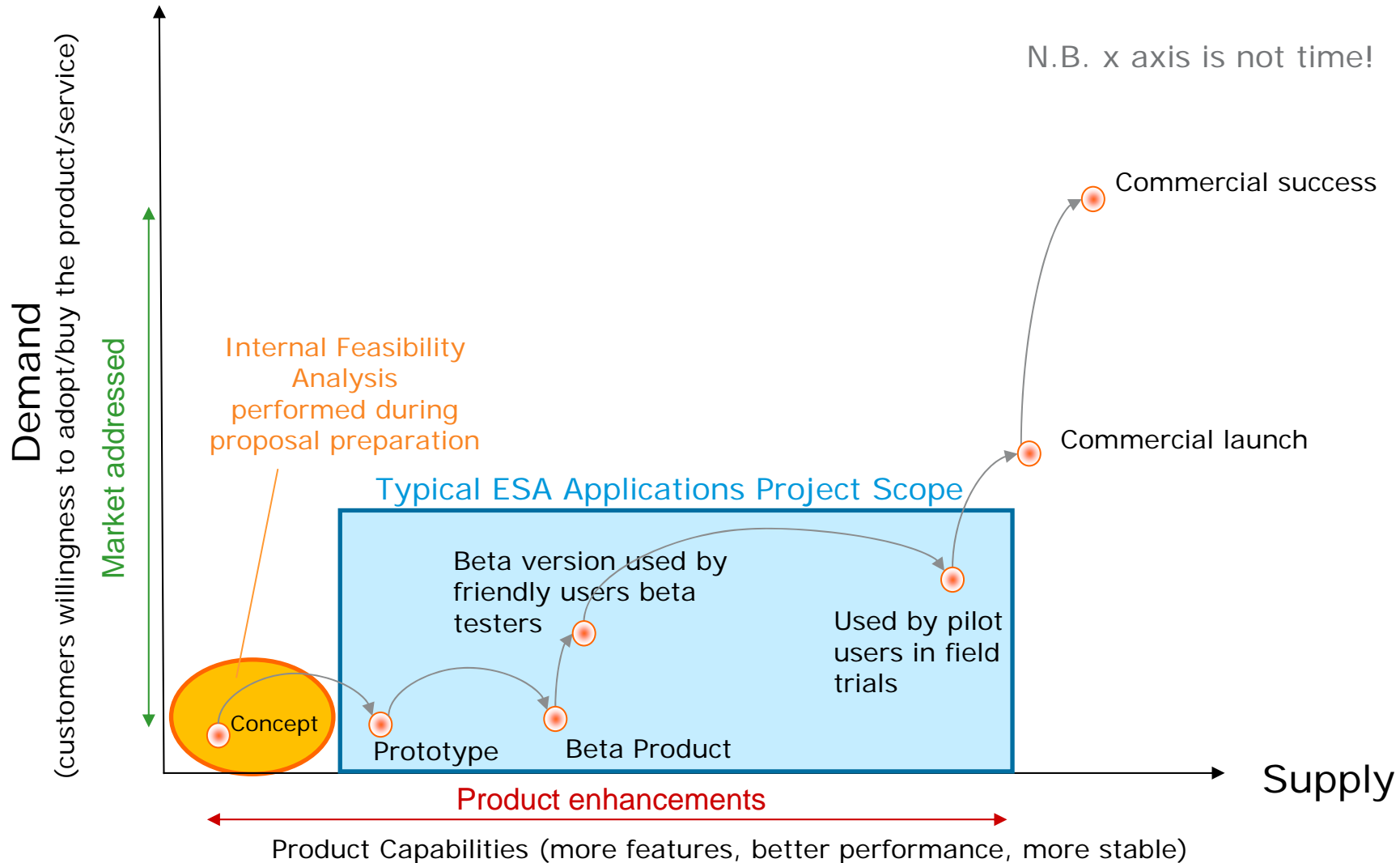


key drivers to space based applications

ESA applications programme approach to development



The Demand-Supply of a typical ESA Applications Project

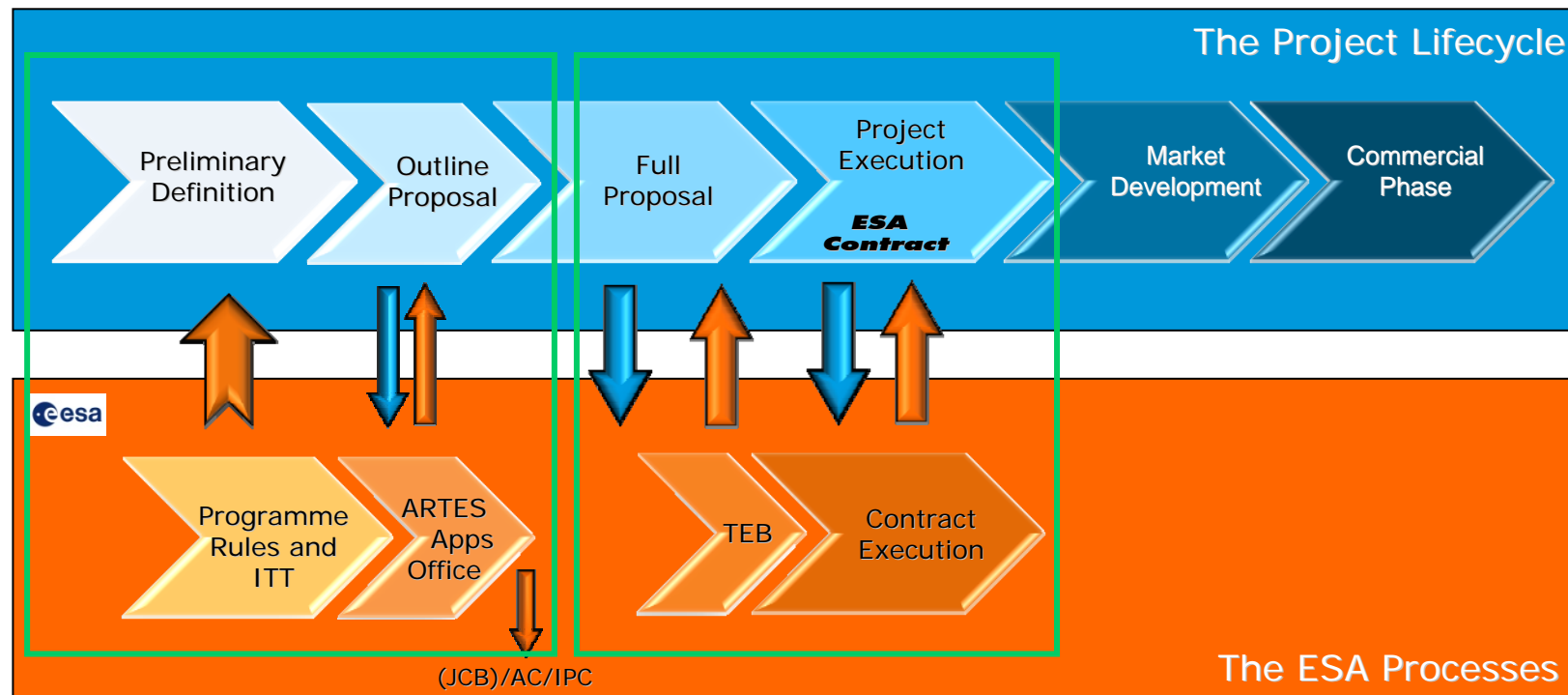


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HYALS 1 Applications Opportunity

Step 1

Step 2



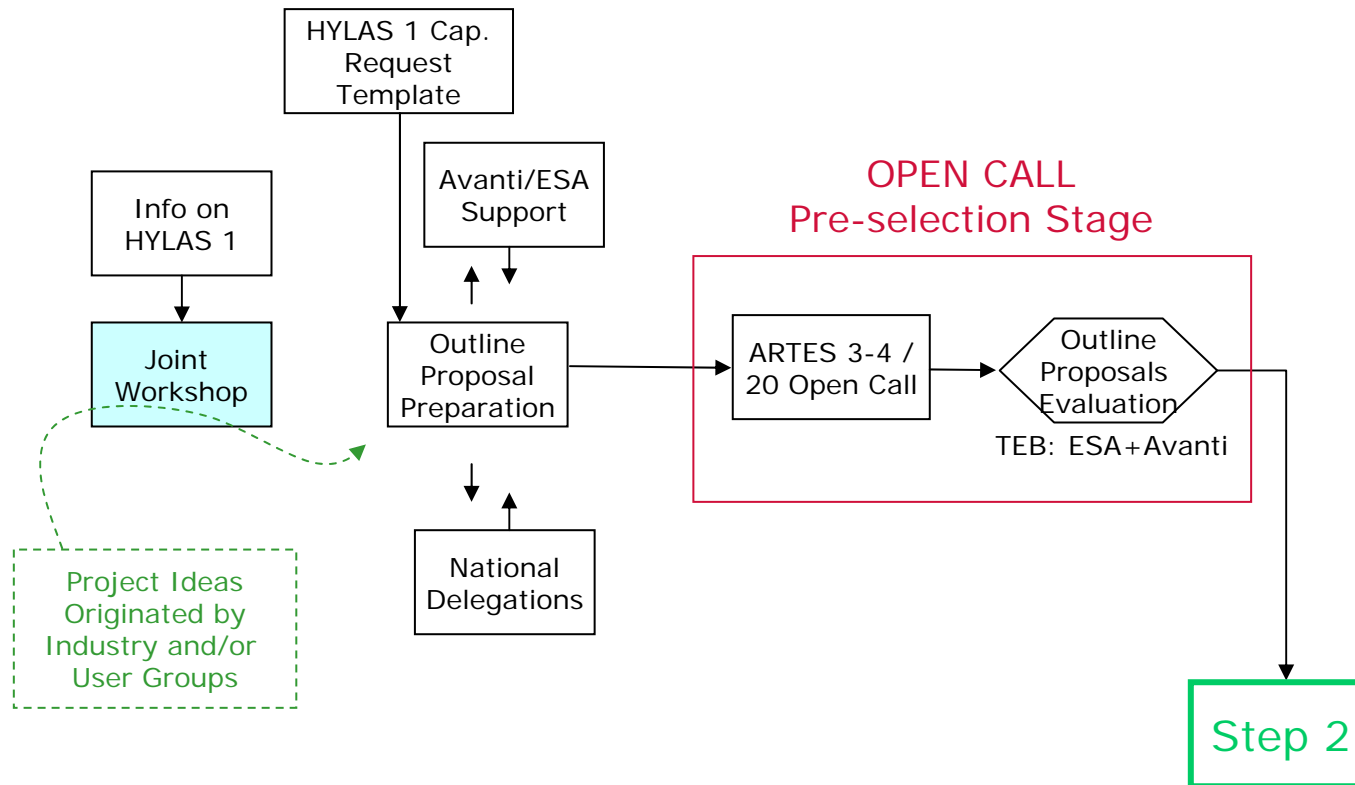
ESA Boards & Committees →

- JCB: Joint Communication Boards (ARTES 20)
- AC: Adjudication Committee (price > 250k)
- IPC: Industrial Policy Committee (price > 500k)
- TEB: Tender Evaluation Board

HYLAS 1 Applications Opportunity: Step 1 Outline Proposal and Pre-Selection



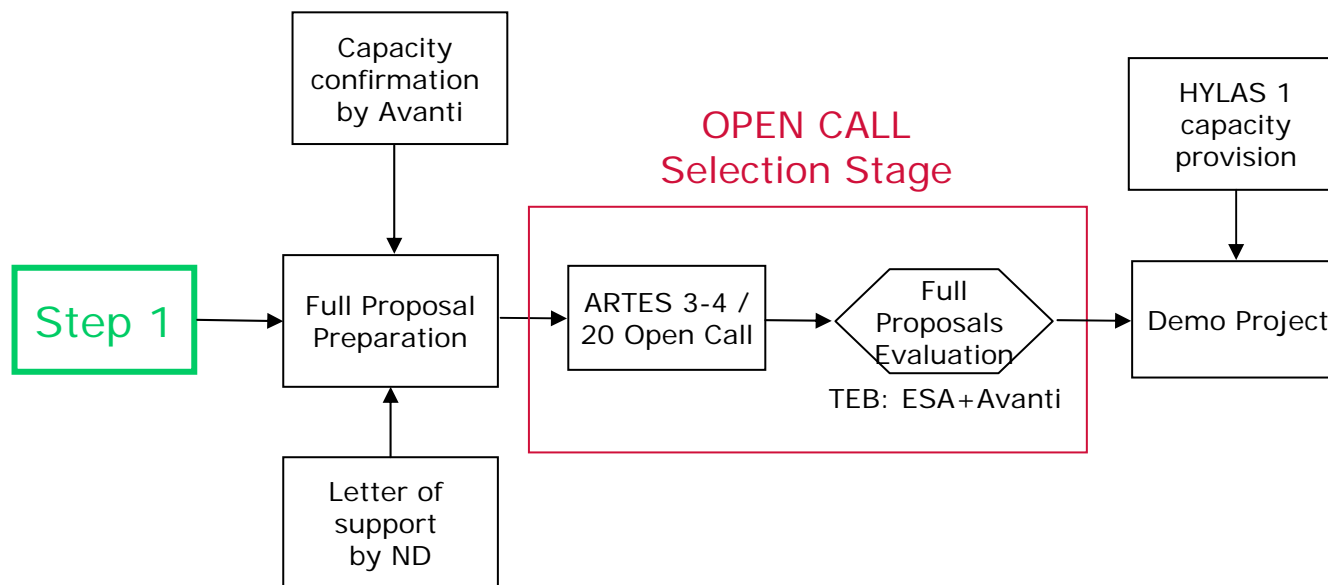
The HYLAS 1 Applications Opportunity will use the existing ESA open calls for ARTES Applications Projects:
ARTES 3-4 Satcom Apps and ARTES 20 Demo



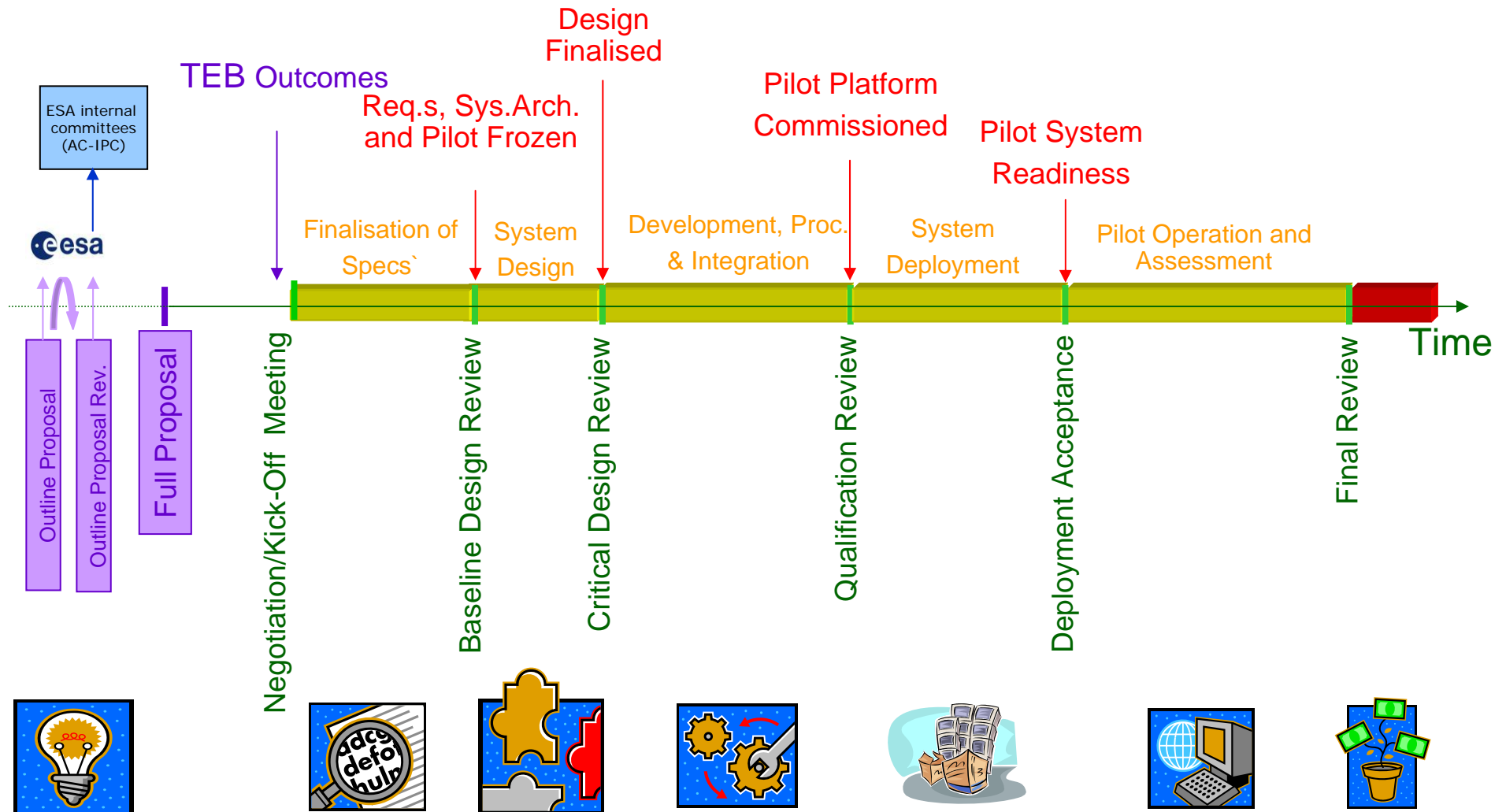
HYLAS 1 Applications Opportunity: Step 2 Full Proposal and Evaluation



The HYLAS 1 Applications Opportunity will use the existing ESA open calls for ARTES Applications Projects:
ARTES 3-4 Satcom Apps and ARTES 20 Demo



ARTES 3-4 and 20 Management Requirements Project Logical Organisation (Waterfall Approach)



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ITT ARTES 3-4 and ARTES 20: how to apply



ESA EMITS: <http://emits.esa.int>

EMITS Invitation To Tender System - Windows Internet Explorer

<http://emits.esa.int/emits/owa/emits.main>

esa

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News

- Open Invitations to Tender
 - Ordered by Open Date
 - Ordered by Closing Date
 - By Keyword
 - Global List
- Intended Invitations to Tender
- Reference Documentation
- Software Packages and Links
- How to do Business with ESA

ESA Open Invitations To Tender / Ordered by Closing Date [FR]

Last Update 01/02/2011,13:50:10 (AO6582: Loaded a new Clarification(English version))

1	AO5891 ARTES 3/4: TELECOM - PRODUCTS PROGRAMME - CALL FOR PROPOSALS (From 05/09/2008 to 31/12/2012, Act.Ref.: 08.153.70)	31/12/2012
2	AO6124 OPEN CALL FOR PROPOSAL FOR ARTES 20 (INTEGRATED APPLICATIONS PROMOTION PROGRAMME) (From 15/06/2009 to 31/12/2012, Act.Ref.: 09.153.75)	31/12/2012
3	AO6000 ARTES 3.2: TELECOM - TECHNOLOGY CALL FOR PROPOSALS (From 16/02/2009 to 31/12/2012, Act.Ref.: 09.153.66)	31/12/2012
4	AO5651 FRAME CONTRACT FOR MEDIUM SIZE INFRASTRUCTURE WORKS ON-ESTEC SITE, NOORDWIJK (NL) (PREVIOUS TITLE: FRAME CONTRACT FOR MEDIUM SIZE PROJECTS) (From 29/02/2008 to 31/12/2012, Act.Ref.: 08.120.01)	31/12/2012
5	AO6401 ESA INNOVATION TRIANGLE INITIATIVE (ITI) : ANNOUNCEMENT OF OPPORTUNITY FOR TYPE A, B AND C ACTIVITIES (From 29/04/2010 to 31/12/2012, Act.Ref.: 10.135.01)	31/12/2012
6	AO5658 ESA TELECOM NEWCOMERS' INITIATIVE - CALL FOR PROPOSALS (From 28/01/2008 to 31/12/2012, Act.Ref.: 08.153.52)	31/12/2012
7	AO5720 ANNOUNCEMENT OF OPPORTUNITY: FOR MARKET-ORIENTED ACTIVITIES (PERMANENTLY OPEN AO UNDER GSTP) (From 21/04/2008 to 31/12/2011, Act.Ref.: 08.136.03)	31/12/2011
8	AO6683 COMPETITIVE FRAME CONTRACTS FOR INDUSTRIAL SUPPORT TO ESA DIRECTORATES REPRESENTED AT ESTEC (From 28/01/2011 to 25/03/2011, Act.Ref.: 10.108.01)	25/03/2011

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European Space Agency

ARTES 3-4 and ARTES 20 Applications Demo Projects



	ARTES 3-4 Satcom Apps	ARTES 20 demo
type of activities	satcom based applications	applications using multiple space assets (min: two)
originator	industry (incl. service providers)	end users, in association with industry where applicable
pilot utilisation phase	with user groups in their operational environment	with user groups in their operational environment
complete business plan	yes	yes for commercial services, simplified for institutional services
price	50% of the eligible costs	50% of the eligible costs
ESA approvals	AC > IPC > TEB	JCB > AC > IPC > TEB

ITT ARTES 3-4 and ARTES 20: how to apply



The screenshot shows the EMITS Invitation to Tender System interface in a Windows Internet Explorer browser. The page displays details for a tender with ID AO5891. The user is identified as 'User: felicia - Normal User'. The tender title is 'ARTES 3/4: TELECOM - PRODUCTS PROGRAMME - CALL FOR PROPOSALS'. Key dates include an open date of 05/09/2008 and a closing date of 31/12/2012. The status is 'ISSUED'. The reference number is 08.153.70. The program reference is ARTES 3/4 4F.044. The budget reference is 100446 - ARTES 3/4 Phase I. The special provisions are B=DK+F+D+I+NL+E+S+CH+GB+IRL+A+N+FIN+POR+GR+LUX+CZ+CDN. The procurement procedure is NO. The tender type is C. The price range is > 500. The establishment is ESTEC. The directorate is DIRECTORATE TELECOM & INTEGRATED APPLICA - D/TIA. The department is TELECOM TECHNOLOGIES, PRODUCT & SYSTEM DEPT / TIA-T. The division is TECHNOLOGIES AND PRODUCT DIVISION / TIA-TT. The contract officer is Ulrich Sterzl. The last update date is 06/08/2010. The update reason is 'Modified the Tender Condition (English version)'. A detailed description of the ARTES 3/4 program is provided, explaining it is an ESA-Industry Programme for satellite telecommunication product developments. Below the description, there is a list of documents to be downloaded:

- Letter of Invitation, 139791 Bytes
- Statement of Work, 25419 Bytes → NO Statement of Work!
- Contract Conditions, 533538 Bytes → It includes the Management Requirements
- Tender conditions, 269503 Bytes

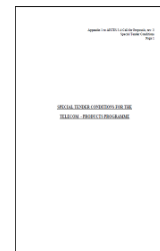
ITT ARTES 3-4: how to apply



- Invitation Letter



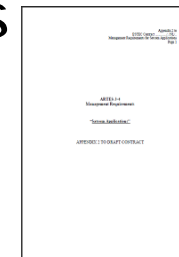
- Special Tender Conditions



=> How to prepare the outline proposal and the full proposal

- Draft Contract

- Management Requirements
 - Study Activities
 - Ground Segment Activities
 - Space Segment Activities
 - Satcom Applications



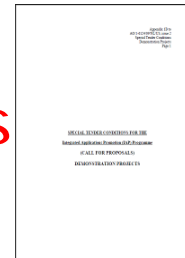
=> How to organise the work and its deliverables

- Invitation Letter



- Special Tender Conditions

- Feasibility Studies
- Demonstration Projects



= > How to prepare the outline proposal and the full proposal

- Draft Contract

- Management Requirements
- Feasibility Studies
- Demonstration Projects



= > How to organise the work and its deliverables

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Outline Proposal for HYLAS 1 Applications Opportunity (ARTES 3-4 or ARTES 20)





- 1. The Outline Proposal is a key step in the process of preparation of the project**
- 2. It shall contain a clear indication of which HYLAS 1 capacity (wrt what offered by Avanti) is required, see Request Template**
- 3. It allows ESA and Avanti to understand the ground of your ideas, and provide early feedback to highlight potential problems in the successive steps of the project preparation process**
- 4. It allows ESA to extract the information required to prepare the internal paper to be submitted to the relevant ESA internal committees (for ARTES 20: JCB, for ARTES 3-4 and 20: Adjudication Committee, and Industrial Policy Committee when required)**
- 5. The outline proposal is an instrument for collaboration and reciprocal help rather than a formal burden. USE THIS OPPORTUNITY!**

Outline Proposal Guidelines Template (Table of Contents included)



**OUTLINE PROPOSAL ARTES 3-4 Satcom Applications
TABLE OF CONTENTS**



INTRODUCTION

ARTES 3-4 Satcom Apps

**Guidelines and Template
for the Preparation of an Outline Proposal
for ARTES 3-4 Satcom Applications Projects**

Prepared by TIA-APC
Reference TAPC-EST-TPL-001
Issue 2
Revision 3
Date of Issue 14th October 2011
Status
Document Type Template
Page 1/6

ARTES 20 Demo

**Guidelines and Template
for the Preparation of an Outline Proposal
for ARTES 20 Demonstration Projects**

Prepared by TIA-APC
Reference TAPC-EST-TPL-002
Issue 2
Revision 1
Date of Issue 14th October 2011
Status
Document Type Template
Page 1/6

Outline Proposal for HYLAS 1 Applications Opportunity – HYLAS 1 Capacity Request Template



Screen 1 of 3

HYLAS 1 Application Opportunity Ver1.3

Project Name:

Company:

Contact Name:

Contact Email:

All questions must be completed except where directed otherwise.

1. Is the capacity request for dedicated bandwidth or bandwidth from a shared pool?
 Dedicated (go to Question 2)
 Shared (go to Question 5)
2. Is the capacity request for MHz carrier capacity or IP Kbps via an Avanti supplied Hughes or iDirect platform?
 MHz capacity (go to Question 3)
 IP Kbps
3. What carrier capacity is required?

Forward terminal(s):	<input type="text"/>
Return (Remote terminal(s) to Avanti):	<input type="text"/>
4. How much dedicated bandwidth is required in Kbps

Forward (Avanti to remote terminal(s)):	<input type="text"/>
Return (Remote terminal(s) to Avanti):	<input type="text"/>
5. How much shared bandwidth is required per remote terminal

Forward (Avanti to remote terminal(s)):	<input type="text"/>
Return (Remote terminal(s) to Avanti):	<input type="text"/>

Screen 2 of 3

to Avanti):

6. How Many remote terminal(s) would you require?
Quantity:
7. Would the terminal(s) be fixed or mobile?
 Mobile (go to Question 6)
 Fixed (go to Question 7)
8. Who is the manufacturer of the mobile terminal platform?
Manufacturer:
9. What approximate duration do you require shared or dedicated capacity for?
10. Does your organisation have an Avanti certified installer?
 YES (go to Question 11)
 NO
11. Would your organisation seek to have individuals certified as Avanti installers for the installation of any remote terminal(s)?
 YES (go to Question 11)
 NO
12. Would your organisation seek details of approved Avanti certified installers for the installation of any remote terminal(s)?
 YES
 NO
13. Would you use a Hughes HN9200 terminal, iDirect terminal or Other?
 Hughes HN9200
 iDirect (specify model):
 Other (specify make & model):
14. What are the planned locations of an terminals, fixed or areas of operations for mobile

To be attached to the Outline Proposal

- 1. The specific content of the outline proposal is indicated in the relevant Special Tender Conditions**
- 2. Points to remember for the preparation of the Outline Proposal:**
 - a. Quantity and quality are not correlated: be concise, go to the crucial points, explain the value of proposed ideas for key actors (e.g. end users, payers, your company, the rest of the project team)
 - b. Position your idea: are there other ways to do similar things?. Openly present pros and cons
 - c. Present starting point, new elements to be realised, final outcomes, what is expected to be still missing at the end for a commercial exploitation
 - d. In this part of the process, informal talk with ESA and/or Avanti can be very useful

What happens after the outline proposal submission (ARTES 3-4 or 20)



- ARTES is an optional programme, and approval by National Delegations of the countries involved in the project is needed
- **KEEP THE NDs IN THE LOOP!**
- Following outline proposal submission, a written feedback from ESA will follow (typically within 10 days) ...
- In responding to ESA feedback:
 - be specific and concise
 - if you think ESA has not understood your point, clarify/complement the info
 - changes are easy to introduced at this stage, and will be much more difficult later on
- Don't miss the opportunity to use ESA feedback for improving your project

WE STRIVE FOR YOUR SUCCESS AS YOU DO. HELP US TO HELP YOU!

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1. Content of the Full Proposal is indicated in the Special Conditions to Tender
2. Structure of the Full Proposal: i) Cover Letter, ii) Technical Proposal, iii) Financial Management and Administrative Proposal
3. Include letter of Avanti confirming agreement for access to HYLAS 1 capacity
4. The Business Plan can be either included in the Technical Proposal, or provided as a Separate Volume (if confidential for subcontractors)
5. General points to be noted:
 - a. Registration with ESA (EMITS) is necessary for obtaining a Bidder Code without this code no contract can be placed
 - b. Expenses incurred in the preparation of the proposal will not be reimbursed
 - c. Intellectual Property Rights (IPRs):
 - IPRs remain with the Contractor
 - ESA licence limited to the use of IPR required to fulfil the objectives of the Contract
 - Protection of background know how, if applicable
 - No royalties to ESA

ARTES 3-4 and ARTES 20 Evaluation Criteria



ARTES 3-4	ARTES 20
1. Assessment of the market potential, Soundness of the strategic position, credibility of business planning and commercial strategy	1. Compliance with the ARTES 20 programme objectives: user driven initiative, preparing for sustainable preoperational services, added value of using multiple space assets
2. Quality and completeness of technical proposal, suitability of the proposed technical solution vs. project objectives, evaluation of the technical risks and credibility of the risk mitigation actions	2. Quality and completeness of technical proposal, suitability of the proposed technical solution vs. project objectives, evaluation of the technical risks and credibility of the risk mitigation actions
3. Technical and commercial experience and competence of company/ies in all areas required for the proposed work and completeness of the team with respect to the value chain of the proposed opportunity, relevant experience and calibre of nominated personnel, adequacy of facilities	3. Company experience and competence, completeness of the team in all areas required for the proposed programme of work, calibre of key personnel, adequacy of facilities
4. Adequacy of management structure, planning and schedule, adequacy and completeness of Work Package Descriptions	4. Adequacy of management (incl. completeness of Work Package Descriptions), planning and costing (incl. completeness of cost data, assessment of financial risk versus company resources
5. Adequacy of cost proposal including proportionality between cost elements, value for money, assessment of financial risk versus company resources	
6. Compliance with Contract Conditions and other Tender Cond.	5. Compliance with Contract Conditions and other Tender Conditions

Do:

1. Provide a sound justification for the choice of technology
2. Provide a clear list of deliverables
3. Clarify roles and responsibilities of partners (e.g. subcontractors) in the industrial team (each subcontractor should be responsible for at least one WP)
4. Provide a clear list of inputs, tasks and outputs for each Work Package (WP). Outputs shall be **S**pecific**M**easurable**A**greed**R**elevant**T**ime bounded
5. Include an explanation of the used acronyms and abbreviations where necessary
6. Include a short presentation of the company(ies), going straight to the key points (e.g. products/business, key customers, previous related experience, size, organisation, key financial figures)

Do not:

1. Spend too much on presenting and discussing the background scenario
2. Leave space to interpretation as it can generate wrong expectations within the contractual team and ESA
3. Again, correlate quality of proposal with number of pages (be concise!!!)

ARTES 3-4 and 20 Full Proposal: PSS forms



EMITS Invitation To Tender System - Windows Internet Explorer

http://emits.esa.int/emits/owa/emits.main

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EMITS Invitation To Tend... x ESA Login

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User: felicia - Normal User

News

- Open Invitations to Tender
- Intended Invitations to Tender
- Reference Documentation
- Administrative Documents
 - General Conditions of Tender for ESA Cor
 - Small Space Procurement Tender Condition
 - Specification for the Production of ESA St
 - General Clauses and Conditions for ESA C
 - General Clauses and Conditions for ESA C
 - Procurement Regulations
 - Tender Evaluation Manual
 - PSS Forms
 - National Price and Salary Statistics in EUR
 - National Price and Salary Statistics - Annu
- Technical Standards
- Software Packages and Links
- Search Invitations to Tender

PSS Forms for cost proposal submission

Each PSS form is available in the format(s) displayed. Please click on the Forms link to download the form you require.

PSS	Type of listing	Instruction Forms	
A1	Company cost elements Data sheet		
A2	Company Price Breakdown Forms & exhibit A		
A4/A9	Manpower and Price Summary		
A6	Total Contract Price Summary		
A8	Manpower & Price Summary at WP level		
A10	Workpackage Manpower & Cost Plan		
A15	Work Breakdown Structure level 1 : Price by Contractor in common currency		
A40	EEE Parts Procurement Questionnaire Technical Data		
A45	Hardware Summary Description		
A20	Work Package Description		

For projects where the use of [ECOS](#) is required, these forms shall be printed using the ECOS reports.

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ARTES 3-4 and 20 Full Proposal: WPD PSS A20 form

WORK PACKAGE DESCRIPTION PSS-A-20

PROJECT: Name of your Project	PHASE: e.g. 1 (if appl.)	WP REF: e.g.3100
WP Title e.g. System Qualification		Sheet 1 of 1
Contractor Name of the company in charge of this WP. This can be either the prime or one of the subcontractor(s), but not a sponsoring partner		Issue Ref e.g.1.0
Major Constituent e.g. System/subsystem to be qualified (eg Subsystem)		Issue Date date
Start event e.g. CDR	Planned Date e.g. KOM+3m	
End Event e.g. PQR	Planned Date e.g. KOM+6m	
WP Manager Name of the WP Manger (he/she shall be part of the company above indicated, and his/her CV included in the FMA proposal!!)		
Objective: Describe in a few words the objective of the WP		
Inputs: Indicate what is needed to start this WP and the corresponding/originating WPs (e.g. Integrated System from WP2400). Remember to keep consistency across the different WPs (e.g. Integrated System shall appear as outputs of WP2400)		
Activities: Report a numbered list of the main activities to be undertaken in this task. If different subcontractors contribute to this WP, please provide a breakdown where the single contributions can be clearly identified (e.g. define Acceptance Test Procedure, by contractor XXX).		
Outputs: Indicate which output (incl. deliverables) is produced by this WP. If possible, try to map with the activities above. They shall be tangible and verifiable.		

What is this for?

- It's a key management tool to verify the status of completion of the work
- In case of problems, this is the basis for all discussions between ESA, main contractor and subcontractors will start

Dates for Full Proposal Submission



Evaluation Session ID	Full Proposal Submission Deadline(*)	TEB Meeting
12#1	<u>28 Feb 2012</u>	13 Mar 2012
12#2	<u>03 May 2012</u>	22 May 2012
12#3	<u>15 Jun 2012</u>	28 Jun 2012

(*) One day before the TOB

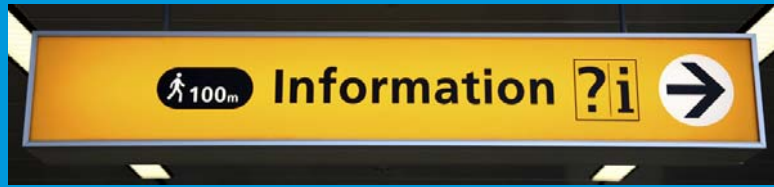
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Interested to apply? The check list...



1. Register to ESA EMITS at emits.esa.int (to get access to ITT documents)
2. Between the two possibilities:
 - a. AO5891 "ARTES 3/4: TELECOM - PRODUCTS PROGRAMME"
Satcom Applications section
 - b. AO6124 "ARTES 20 (INTEGRATED APPLICATIONS PROMOTION PROGRAMME)"
Demonstration Projects sectionselect the most suitable for your intended project
3. Contact your National Delegation(s) of ESA JCB to get feedback.
Contact points are available at: <http://iap.esa.int/delegates>
4. If feedback of 3. is OK, prepare the Outline Proposal in line with applicable ITT document (either ARTES 3-4 Satcom Apps or ARTES 20 Demo).
Guidelines and Template docs to support the preparation of the Outline Proposal are available
5. Attach to the Outline Proposal the form specifying which type of HYLAS 1 capacity you would like to use
6. Clearly indicate in the Outline Proposal (including cover letter) that your project is in response to the "HYLAS 1 Applications Opportunity"
7. Submit the Outline Proposal in accordance with what indicated in the ITT

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This presentation as well as other information about the HYLAS 1 Applications Opportunity are available at:

<http://telecom.esa.int/hylas1apps>

Contact points:

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 Francesco Feliciani Francesco.Feliciani@esa.int