

# Application Guide

Danish ARTES Kick-start call 2023

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Uddannelses- og  
Forskningsstyrelsen

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Danish Agency for Higher  
Education and Science

# ARTES Kick-start call 2023

In this document, you will find information about the Danish ARTES Kick-start call in 2023 and the application process for the call.

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## 1. What can I apply for?

In 2023, the Danish Agency for Higher Education and Science (going forward: the agency) has allocated 720.000€ for Danish companies seeking funding for ARTES BASS Kick-start activities.

A Kick-start activity aims to assist companies in taking the necessary initial steps to assess the technical and business feasibility of space-based solutions. The call is also targeting startups and companies that do not usually utilize space data in their products and services but wish to do so.

The purpose of this year's call is to focus on how space data can be used to develop products and services that meet the needs of businesses, authorities, and/or general consumers within the following themes and Topics of Relevance:

- Robotics and Drones
  - Automation
- Civil Security and Crisis Management
  - The Arctic and North Atlantic Region
  - The Maritime Sector
  - Critical infrastructure
- Climate and Environment
  - Renewable Energy
  - Biodiversity
  - Clean Tech

When applying to the Danish Kick-start call, your proposed activity must fall under one of the themes and at least one of the Topics of Relevance. Read more in the “Statement of Work”.

- [Statement of Work](#)
- [Read more about ARTES Business Applications Space Solutions](#)

## 2. How much can I apply for?

In 2023, 720.000€ has been allocated ESA ARTES Kick-start activities.

Kick-start activities are covered by 60.000€ equivalent to 75% of the activity's costs. Thus, a co-funding of 20.000€ is required.

Up to 12 Danish Kick-start activities can be funded in 2023.

### 3. Who can apply?

To apply for funding for a Kick-start activity in 2023, applicants must meet the following eligibility requirements:

- The applicant's company or institution must be registered in Denmark
  - The applicant's portion of the activity must take place in Denmark
  - The applicant must meet ESA's requirements in relation to the "OPEN CALL FOR PROPOSALS FOR KICK-STARTS", which can be found on ESA - star
- [Read more about ESA's requirements on ESA-star \(ref. OPEN CALL FOR PROPOSALS FOR KICK-STARTS \(BASS ARTES 4.0\) – Tender Action Number: 6-60007\)](#)

### 4. How do I apply?

The application process for seeking funding for a Kick-start activity in 2023 follows the following process:

- Step 1: The company submits "The Danish Request for Support" to the agency. The application must be submitted before the deadline.
  - **Deadline: September 29<sup>th</sup> 2023**
- Step 2: If the application is considered within the scope of the call by the agency, the applicant will be invited to a pitch session. At the pitch session, the applicant presents the proposed activity and the agency provides feedback and makes recommendations. If the agency determines that the application is not mature enough, it may be rejected. If it is deemed mature, the applicant will receive an ex ante Letter of Authorization (LoA) and can proceed to submit an application to ESA.
- Step 3: The applicant submits an application to ESA with the ex ante LoA attached before the following ESA deadline.
  - **Deadline: November 14<sup>th</sup> 13:00 CET**
- Step 4: ESA evaluates the received Danish applications. Following the ESA evaluation, up to 12 applicants will be supported by the agency and be able to proceed with contract agreements with ESA.

Read more about the four steps in the sections below.

**Important note:** By submitting an application to the agency, the applicant confirms that the agency may publish the activity on its website, newsletter, and LinkedIn, in case the activity is offered a contract by ESA.

## **Step 1: Submission of “The Danish Request for Support”**

The deadline for submitting applications to the agency for Kick-start activities in 2023 is September 29<sup>th</sup>.

The application to be submitted to the agency must follow the following template:

- [Download “The Danish Request for Support” template \(Word format\)](#)

**Note:** When submitting the application to the agency it must be in PDF format.

The Danish Request for Support must include:

- Activity title
- A brief description of the applicant's company
- A brief description of the specific activity
- A brief overall description of the applicant's business case

It should be clear that the activity is relevant to the company.

The agency does not expect the application to present a long, detailed plan, but a brief and well-considered plan.

Based on the submitted application, the agency will conduct a brief evaluation to determine whether the submitted material contains sufficient information on all points and falls within the framework of the call (including considering the theme and Topic(s) of Relevance). This is required to be invited to a pitch session.

After the application deadline the agency will review the received applications and invite to pitch sessions as soon as possible. Expect that pitch sessions may be held within 2 weeks after the application deadline.

## **Step 2: Pitch session and decision from the agency**

The purpose of the pitch session is to allow the agency to assess the maturity of the activity and provide recommendations to the applicant on improving the material or other focus areas that could potentially enhance the chances of a successful application to ESA.

If the agency believes that the application and subsequent pitch are not mature, the agency will reject the application.

The pitch session is conducted online (e.g., via Zoom) and consists of two parts:

1. A presentation by the applicant on the activity of maximum 20 minutes.
2. Clarification, discussion and feedback for about 20 minutes.

The applicant is requested to prepare and submit a presentation (e.g., in PowerPoint) to the agency prior to the start of the pitch session. There are no specific requirements for presentation software, but the agency must be able to open the presentation.

At the pitch session, the applicant must present their activity proposal, including as a minimum the following aspects:

**Activity Description:**

- Brief activity description
- Simple activity timeline
- Budget overview
- Description of how space data contributes to the product/service
- Description of how the activity aligns with one of the three themes and one or more of the Topics of Relevance
- Description of the unique innovation of the product/service

**Business Context:**

- How the activity fits into the applicant's overall business
- How the final product/service aligns with the company's long-term business strategy
- Clarification of:
  - activity partners and expectations to the collaboration
  - End-users/customers\*
  - Competitors
  - Business risks
  - Technical risks

\* Please note, that when submitting your application to ESA, one or several Letter(s) of interest from users/customers shall be attached to the proposal. It is not a requirement that such letters are presented at the pitch-session.

The agency strongly recommends that the applicants address all the above aspects in this order, as it is based on these aspects that the agency assesses the maturity of the activity. The agency does not expect more in the presentation than what ESA will require when submitting an application to them. The agency takes into account the stage of the product/service development in the process.

The agency also recommends that the applicant provide a visually clear and understandable presentation.

The agency will provide an ex ante Letter of Authorization (LoA) to the applicant as soon as possible after the pitch session, indicating whether the applicant can continue the process and submit a final application to ESA. It may take up to 2 weeks for the result to be available to the applicant.

The applicant can choose to start filling out the application to ESA at their own risk, but it is recommended to wait until the application has been processed by the agency.

### **Step 3: Submit Application to ESA**

If the applicant receives a positive response from the agency based on the pitch session, the company can submit an application to ESA.

The deadline for submitting applications to ESA is November 14<sup>th</sup> 13:00 CET.

**NB:** When submitting your application to ESA, one or several Letter(s) of interest from users/customers shall be attached to the proposal.

- [Link to ESA's application format \(ref. OPEN CALL FOR PROPOSALS FOR KICK-STARTS \(BASS ARTES 4.0\) – Tender Action Number: 6-60007\)](#)

### **Step 4: ESA evaluation and selection of activities**

In coherence with ESA procedures and in order to foster that the best application as defined below receive support, the following process will be applied:

After the above-mentioned deadline ESA evaluates the applications according to its own requirements and criteria. The quality of your application will be evaluated on the basis of the following ESA evaluation criteria and associated Weighting Factors ("WFs") (that are also mirrored in esa-star Tendering):

1. BUSINESS POTENTIAL AND APPROACH TOWARDS CUSTOMER ENGAGEMENT [WF 35%]
2. TECHNICAL CONCEPT INCLUDING ITS FEASIBILITY, DEGREE OF INNOVATION WITH RESPECT TO THE CURRENT STATE OF THE ART, UTILISATION OF SPACE ASSET(S), SOUNDNESS OF THE METHODOLOGY PROPOSED [WF 35%]
3. BACKGROUND AND EXPERIENCE (GENERAL AND RELATED TO THE PARTICULAR FIELD CONCERNED) OF THE COMPANY AND STAFF [WF 20%]

#### 4. ADEQUACY OF MANAGEMENT, COSTING AND PLANNING FOR THE EXECUTION OF THE WORK [WF 10%]

Following ESAs evaluation, applicants which ESA evaluate above “very good” based on the above will move on to contract award with ESA, unless in the unlikely event that more than 12 applications are considered above “very good” by ESA. In this case, ESA will share an extract of the evaluations with the agency, for the agency to decide upon a new threshold based on the funding available. In the likely event that less than 12 applicants are considered above “very good”, ESA will share an extract of the evaluations of the applications which ESA has graded between “good” and “very good” for the agency to decide a new threshold based on the funding available. ESA is responsible for the evaluation of proposals. The agency is not involved in ESA’s evaluation of the proposals nor the contract award.

ESA will inform the applicants who were not recommended for contract award.

#### **Appeal Options**

The agency has conducted an analysis of the legal status of the application process within the Danish Administrative Law. The conclusion is that the process related to the issuing of Danish letters of support cannot be considered decisions under Danish administrative law. ESA, an independent international organization, makes the final decision in accordance with ESA's convention and its derived administrative rules. It is, therefore, not possible to appeal ESA's decisions to Danish authorities. However, it is possible to appeal to ESA's (industrial) ombudsman.

### **5. Why are applications assessed from the Danish side?**

ESA's technology programs (including ARTES BASS) aim to ensure the development of future space-related technologies in Europe which is beneficial for the development of a strong and competitive industry in Europe and for the benefit of the member states' populations. The technology programs support technology development that is integrated into products and services that have an impact on European citizens in one way or another.

ARTES BASS (including Kick-start) is designed in such a way that ESA requires member states to indicate which activities they want to support. This way, the activities are fully aligned with the various states' space strategies.

When Denmark published its first space strategy in 2016, the Danish grant letter scheme was introduced as a tool for implementing the strategy. The strategy, which still guides the Danish scheme, emphasized a space sector as an engine for growth, a catalyst for more efficient government services, and a collaboration between industry, scientific institutions, and authorities.



## **6. The agency's Contact information**

The Danish letter of support scheme is managed by the Space Division in the Danish Agency for Higher Education and Science.

If you have any questions concerning the call, you are welcome to contact the agency for clarification. Potential applicants who have no previous experience with the application process at ESA are encouraged to contact the agency for guidance.

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