

CONTENT OF THE OUTLINE PROPOSAL

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An Outline Proposal is a means for the Bidder to initiate a dialogue with the ARTES 3-4 Program Office on the content of the planned activity.

It is strongly advised to submit an Outline Proposal containing the information as described in this document before submitting a Full Proposal. This approach allows for clarification of the eligibility of the proposed idea under ARTES 3-4 as well as for early feedback on the content of the technical and business part of the Full Proposal before the Bidder starts the preparation of the Full Proposal.

Prior to submission of a Study Proposal, an Outline Proposal may be submitted, but the Bidder may prefer to submit a Study Proposal without having submitted an Outline Proposal first.

The Outline Proposal shall, on 15 pages at the maximum, provide the following information:

- A description of the product to be developed or service to be provided and, if appropriate, how it fits with other elements of the value chain;
- A description of the identified opportunity, including the potential target market and the competitive environment. In particular, the following shall be outlined:
 - Target Customers: describe the target users/customers of the intended development
 - Market analysis: Total market size, predicted market share, with and without the proposed development
 - Competition: an assessment of competitors and the price of their product/service
 - Cost and pricing: Bidder's planned cost and price of the product
 - Financial indicators: Break Even Point (with and without ESA co-funding), Net Present Value (NPV) and associated sensitivity analysis of main assumptions
 - Partnerships: Bidder's planned partnerships to achieve the objectives
- A description of the approach planned to elaborate and develop the opportunity in the market place;
- A description of the activity in terms of:
 - Items to be developed;
 - Current state of development of all items required to realise the product/service;
 - The technology required; and
 - The verification approach.

- A statement of the intended start date, duration, total cost, price (= requested funding from ESA that may be at most 50% of the cost) of the activity, the project partners and their roles.

The Outline Proposal shall be submitted via e-mail to Jorgen.Sandberg@esa.int.

The Outline Proposal will be treated confidentially. The Outline Proposal will be reviewed by the Agency and feedback will be provided quickly to the Bidder. The Bidder may then decide to prepare and submit a Study Proposal or a Full Proposal according to the conditions specified in the relevant document referred to in the Special Tender Conditions.