

Space Business Innovation Centre Noordwijk

Space technology in our daily lives



Platform Klantgericht Ondernemen

Den Bosch 25 June 2015

Martijn Seijger
Director

Warming up....



ESA
Business Incubation Centre
Noordwijk



95
meter

11:02
11:26

Signal strength indicator
100 km/u





Algorithms



Remote Control

Water electrolysis, a reliable way to produce oxygen out of water for use in life support systems

Ideevolutie develops an efficient and low cost water-electrolyser for the residential market.



fotografie Monica Stuurop

The space you need to get your business off the ground

TechXfer

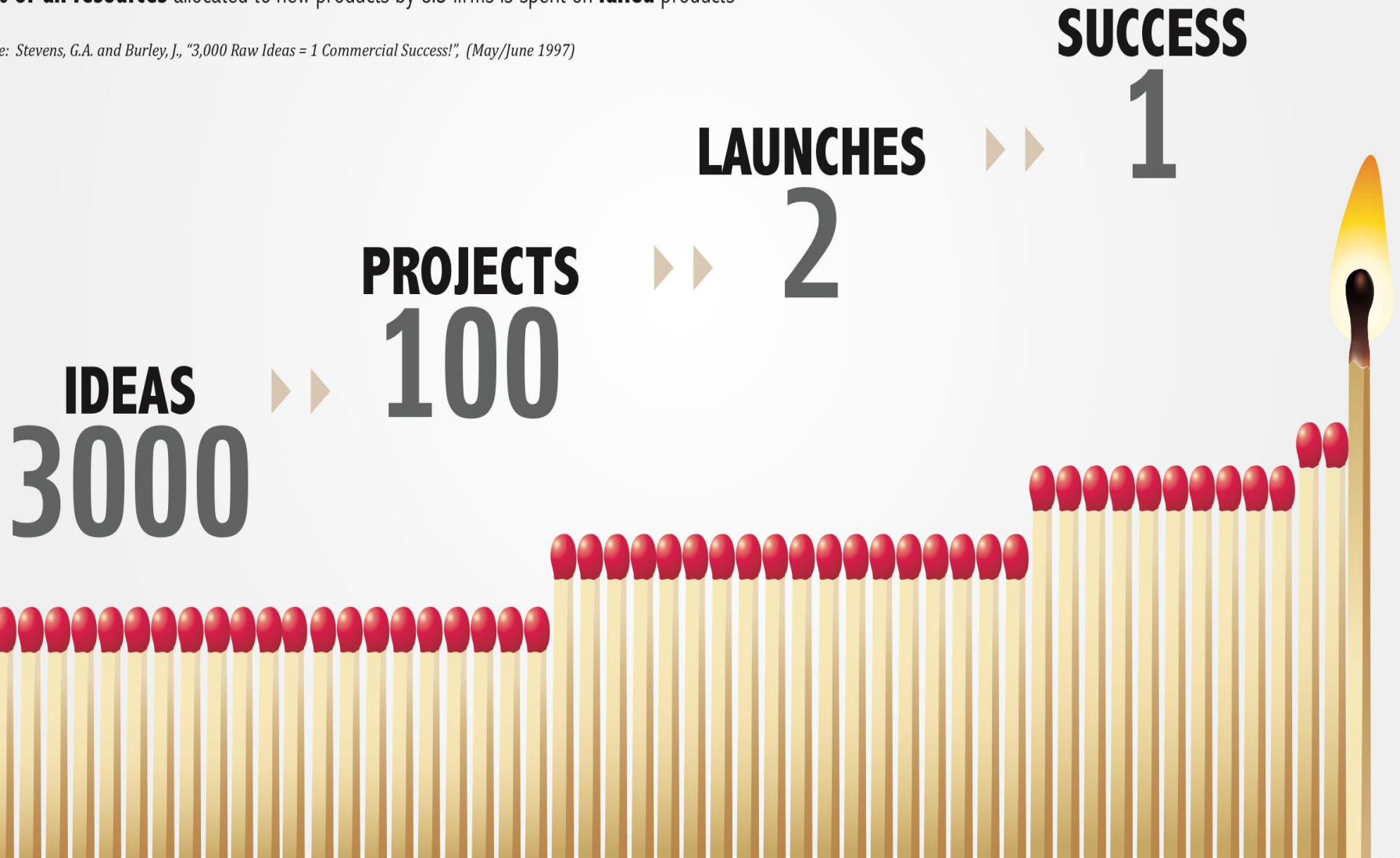
NEW PRODUCT FAILURE RATES

1 of 3 launched products fail despite research and planning

1 out of 4 projects that enter development make it to the market

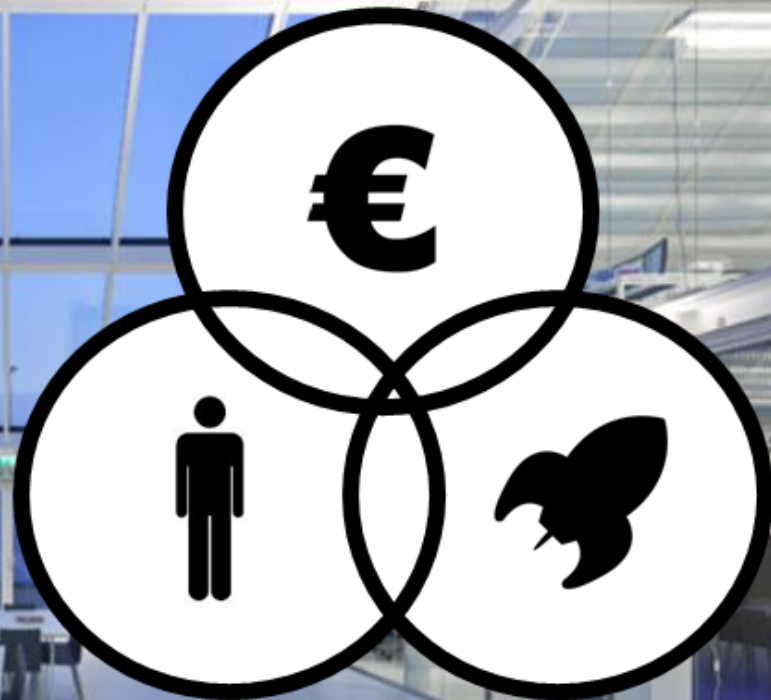
46% of all resources allocated to new products by U.S firms is spent on **failed** products

Source: Stevens, G.A. and Burley, J., "3,000 Raw Ideas = 1 Commercial Success!", (May/June 1997)



Tune in on the sweet spot of innovation

User driven
Technology enabled
Business focused



TECHNOLOGY PUSH



Traditional perspective

To be successful in technology valorisation you must be leading in your technology domain.

- 1 TECHNOLOGY ALREADY EXISTS
- 2 FIND DIFFERENT APPLICATIONS
- 3 FIND MARKET OPPORTUNITY



New perspective:

To be successful you have to understand explicit and latent need.

Have a best fit with non technology requirements

OPPORTUNITY PULL



- 1 SEE NEED/PROBLEM
- 2 DEVELOP TECHNOLOGY TO FULFILL NEED/
SOLVE PROBLEM



Closer look at the TechXfer proces



Promotion



Opportunity creation



Feasibility



Demonstration



Incubation

TECHNOLOGY MARKETING

START UPS

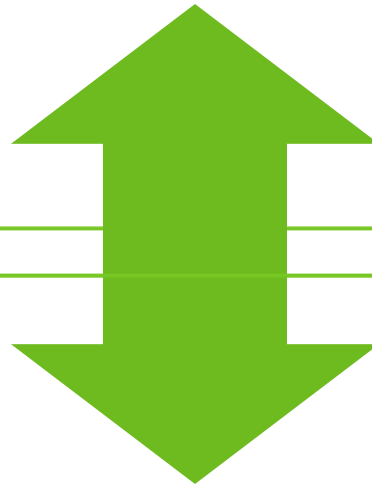
LICENSING



SOLUTIONS DEVELOPMENT

COLLABORATIVE
RESEARCH

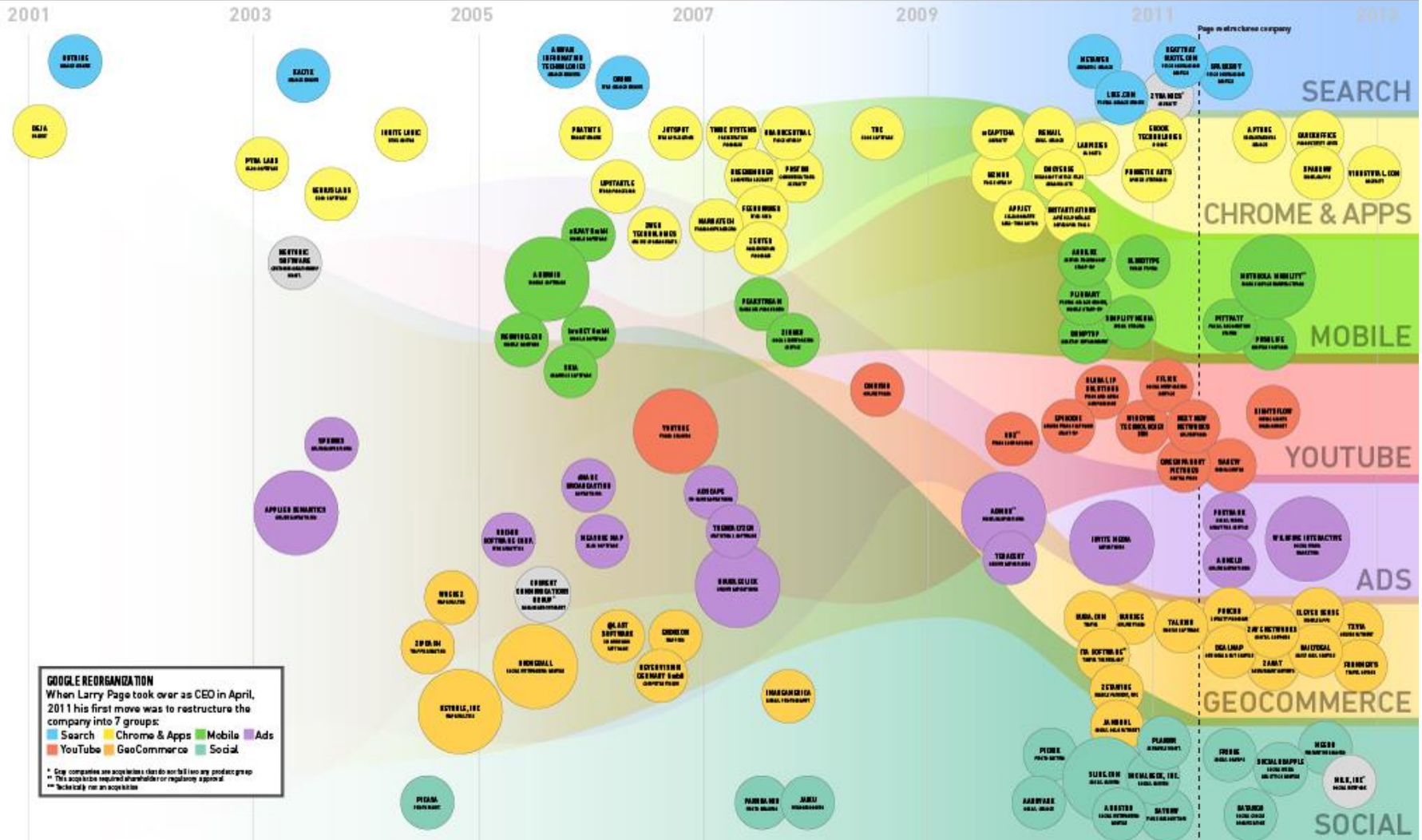
CONTRACT R&D
PRODUCT BUSINESS



Google: over 180 acquisitions in 10 years

CHARTING ACQUISITIONS ACROSS GOOGLE'S HISTORY

THE VERGE





Precompetitive
research



Collaborative
technology programs
within H2020 context



ERTICO

INTELLIGENT TRANSPORT SYSTEMS AND SERVICES - EUROPE

ESA BIC

ESA Business Incubation Programme

Closer look at the TechXfer proces



Promotion



Opportunity creation



Feasibility



Demonstration



Incubation

TECHNOLOGY MARKETING

START UPS

LICENSING

SOLUTIONS DEVELOPMENT

COLLABORATIVE
RESEARCH

CONTRACT R&D
PRODUCT BUSINESS



History in brief

2004 Start ESA's Technology Transfer Programme, business incubation centre on the ESTEC premises.

2010 ESA BIC frame work contract for tech transfer programme start ups

2011 Relocation from ESTEC to ESIC

2012 Change in share holders/ management, Scope, launch Business Support Centre

2013 Over 70 start ups selected

2014 Launch Coach Pool,
2014 Launch of SBIC Participations, local pre seed fund.

2015 SBIC Participations on the brim of closing 1st deal.

**Create eco system for
down stream new
business opportunities**





SPACE
TECHNOLOGIES



**The space you need to
get your business off the ground**

INSPIRE and FACILITATE

the use of space technology, data, systems and know-how
for non-space applications.

STRENGTHEN ENTREPRENEURIAL COMMUNITY

by identifying new business opportunities/ fields of application

BOOST INNOVATIVE BUSINESS CONCEPTS

investing in and supporting start-ups.

SUPPORT



**business
incubation
centre**



**The space you need to
get your business off the ground**

OUR SUCCESS

**A European network
of competence and reach-out power
to grow business and boost
innovation**

11 CENTRES, 100 new start-ups yearly,
total **300** business success stories



**The space you need to
get your business off the ground**

PARTNER PORTFOLIO



business
incubation
centre



European Space Agency



Rabobank



VERHAERT



The space you need to
get your business off the ground

Examples



Promotion



Needs



Ideas



Chances



Opportunity creation



EUROPEAN SATELLITE NAVIGATION COMPETITION 2015



business
incubation
centre

Annual World Wide Competition for services, products, and business innovations that use satellite navigation in everyday life.



“global enabled GNSS market size in 2022 is estimated to be at EUR 250 billion”

SIGN UP
1 April – 30 June 2015

Copernicus masters



business
incubation
centre

Submit your outstanding ideas, applications, and business concepts involving innovative uses of **Earth observation data**



SIGN UP
1 April – 13 July 2015



The space you need to get your business off the ground

Annual (space) appathon programmes

ESA APP CAMP, 25 Feb – 3 Mar 2015, Barcelona, Spain

Join selection APPATHONS at ESA BIC locations
across Europe 24 – 25 Jan 2015

esa

APP CAMP

Sponsored by

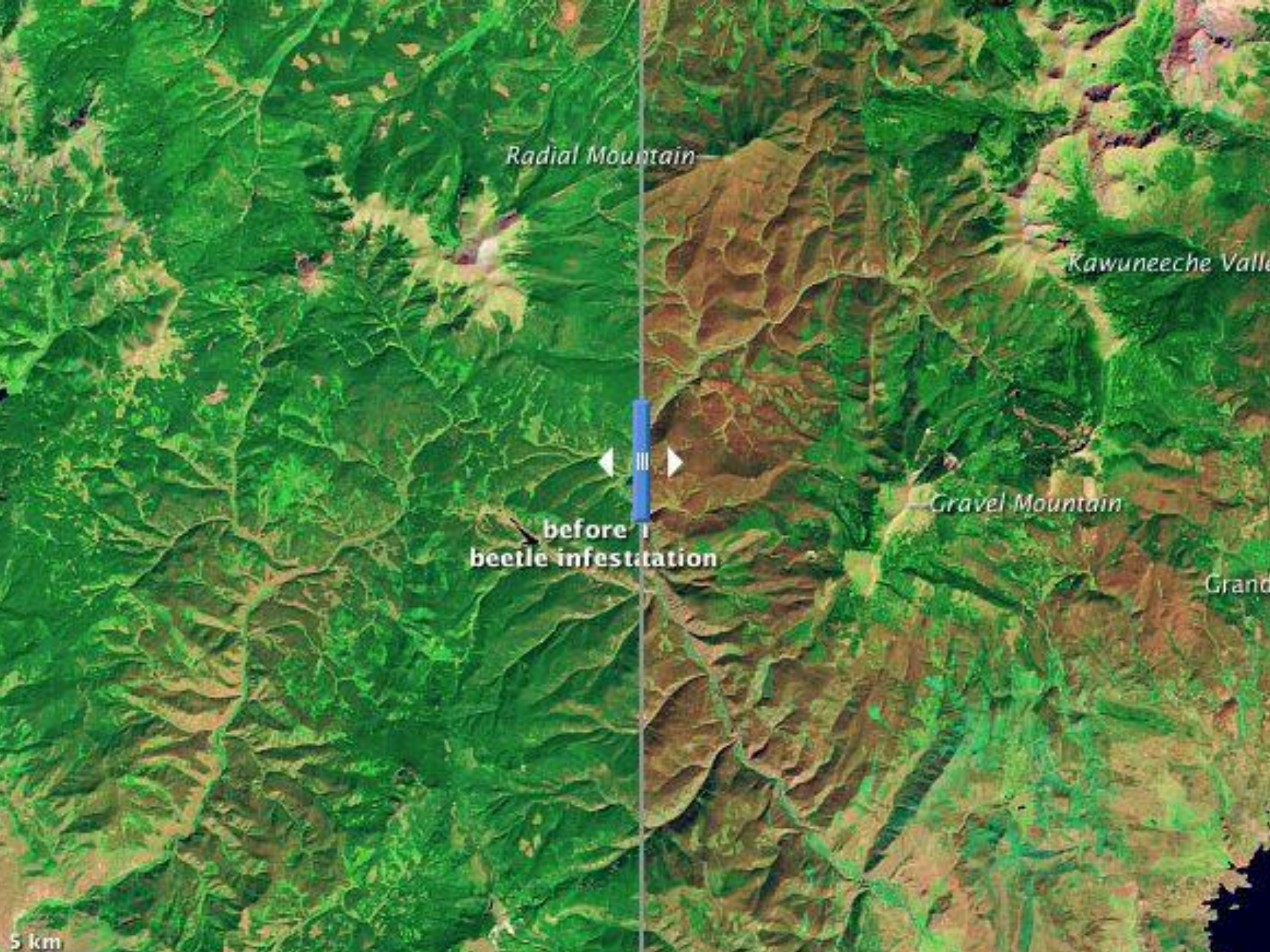
SAP

SIGN UP
1 DEC – 19 JAN
www.app-camp.eu



Solving global insect related forest damage with an app using Sentinel satellite data and the **SAP HANA Cloud Platform**





Radial Mountain

Kawuneeche Valley

Gravel Mountain

Grand

before beetle infestation

5 km

Annual (space) appathon programmes



THANK YOU FOR PARTICIPATING!



13726
PARTICIPANTS



133
LOCATIONS



949
PROJECTS



HAPPY MOMENTS FROM SPACE

2015 Challenge

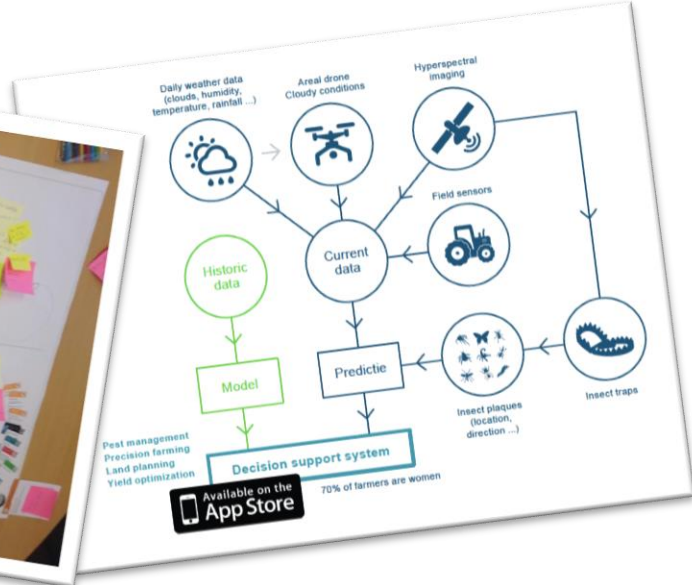
CREATE PROJECT SOLVING THIS CHALLENGE

DESCRIPTION

PROJECTS

HACKPAD

Co-creation with market



result
driven

7 collective programs

- Snapsat
- Ur
- En
- Inf
- Dr
- Ag
- Sn

+100 Space technologies

113 Dreams, challenges
and needs to work
around

38 Organizations from
different sectors

6.750 Minutes thinking in
one half day

result
driven

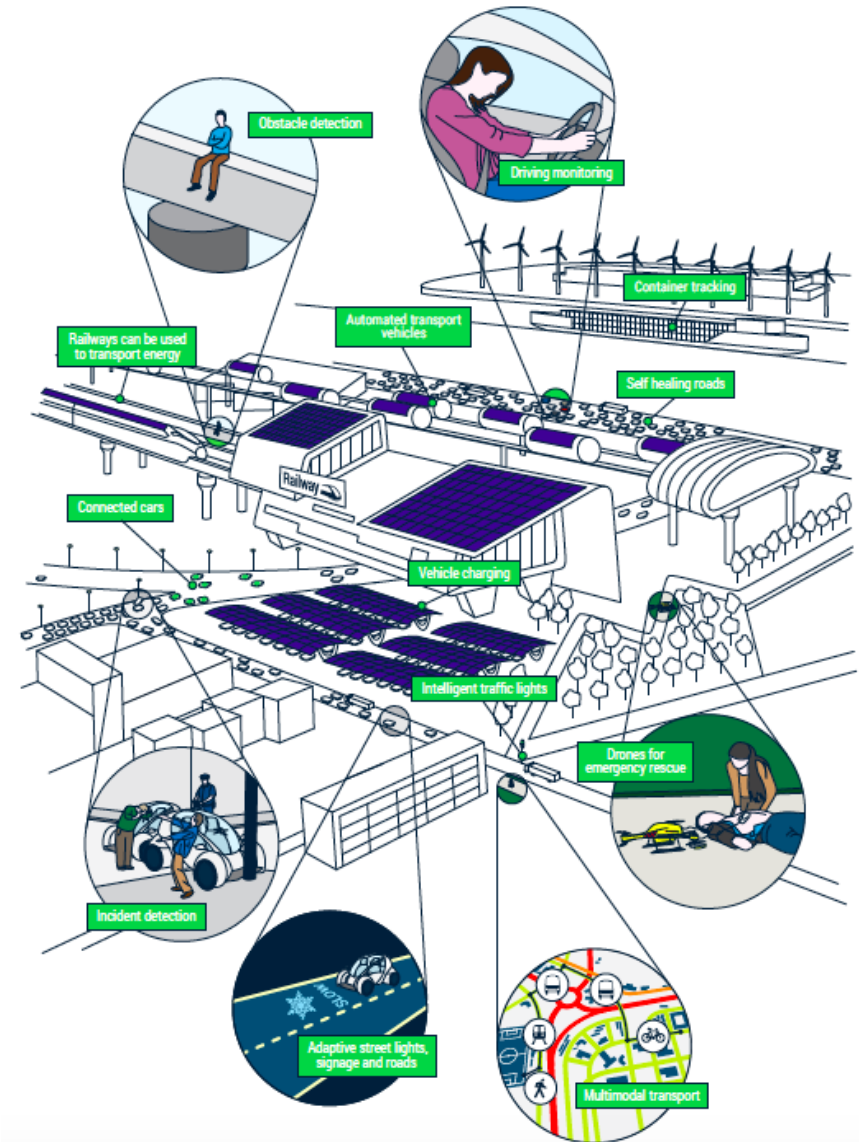
7 collective programs

- Snapsat
- Urban mining
- Energy harvesting
- Infra kadaster
- Drone control
- Agro decision support system
- Smart switch off



Tonight's Trending platforms

Smart Energy
Smart Finance
Smart Telco
Smart



HOW CAN YOU GET YOUR BUSINESS OFF THE GROUND?

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