Ignition Programme SBIC Noordwijk 2024

Questions Relating to the Ignition Programme Application

Before you complete the application, make sure you have the following information:

1. **Contact information:**
   - Company/project name
   - Do you already have a registered company?
   - What kind of business entity?
   - Your name
   - Your email address
   - Your phone number
   - Your address
   - Country
   - Website/blog/LinkedIn profile
   - Personal and professional background
   - Personal motivation
   - Read through and accept the "General Terms and Conditions" (PDF)

2. **Elevator pitch**
   Write down a high level summary of your business/idea/product/service in max. 50 words.

3. **Executive summary**
   Please describe the idea, the social benefit or the business opportunity for your solution, including the space connection, the target market, your competitive advantage and your business model.

4. **Team**
   Introduce yourself and all your core team members. Please include a short introduction covering their current role, background and skills relevant for your solution. Please also mention any supporters you might have, such as mentors, supporting entities, investors, etc.

5. **Space technology**
   - Which space technology do you (expect to) use?
   - Which in-kind expertise are you looking for in terms of space technology?

6. **Value proposition**

   Please describe the customer challenge and the solution you are offering, including the unique selling points and customer benefits or public value.

7. **Product description**

   Provide a description of the technology that provides the innovative foundation for your business:
   - Describe the main technical specifications and advantages of your solution, including how it improves on existing solutions. Describe whether you use Earth observation data and computing platforms.
   - What added value does space technology/data bring to your solution?
   - How do you use space technology/data in your solution?
   - How ready your solution is for use and the market?
   - Time to minimum viable product (MVP)
   - Budget needed to MVP
   - Time to technology readiness level (TRL) 9
   - Budget to market launch
   - Tell us if you own any patents or if you have acquired any licenses for your solution.
   - What is your biggest technological challenge?

8. **Market analysis**
   - Which sector are you addressing?
   - Target market
   - Route to market
   - The competition

9. **The business model**

   Describe how your project will create, deliver and capture value.

10. **Information technology**
    - Are you delivering a data/software/information as a service to your customers?
    - (optional) On which commercially available platforms and languages does it build and/or are there propriety (hardware/software) parts?
    - Is a hardware device part of your solution?
    - (optional) On which software is it operating and how does it link with the grid/cloud/other?

11. **Support**
    - Which in-kind support services would you consider most beneficial for realising your solution?
    - What would you like to learn/achieve during the Ignition Programme?

12. **Timeline**
    - Make sure you clear your calendar for compulsory parts of the programme.
    - See an indicative timeline on page 3 of this document.

13. **How did you hear about the Ignition Programme?**

TIMELINE

ACTIVITIES*	IGNITION PROGRAMME 2024											
Month:	May				June				July			
Week:	19	20	21	22	23	24	25	26	27	28	29	30
Pre-Programme												
Wed 30 May (onboarding session start 15:00 & networking from 17:00)				🟩								
Core Training Programme												
Fri 7 Jun (training day I, 8h)					🟦							
Fri 14 Jun (training day II, 8h)						🟦						
Fri 21 Jun (general modules, 8h)							🟦					
Wed 26 and/or Fri 28 Jun (expert sessions/workshops, 1–3h)								🟦				
Wed 3 and/or Fri 5 Jul (expert sessions/workshops, 1–3h)									🟦			
During Programme												
Wed 12 Jun (first checkpoint session, max. 1.5h)						🟧						
Wed 26 or Fri 28 June (second checkpoint session, max. 1.5h)								🟧				
Thu 27 Jun (workshop from 14:00 & networking from 17:00)								🟧				
Programme Finale												
Fri 12 Jul (final presentations and company visits, 8h)										🟩		

All dates of the programme take place at SBIC and are compulsory apart from Thu 27 Jun, though attendance is highly recommended

(see more information in the "General Terms and Conditions" PDF)