



# Getting access to Copernicus data, tools and financing

Copernicus for entrepreneurs and developers



Opportunities



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# Opportunities for developers and startups

- Competitions
  - ESA Space App Camp
  - Copernicus Masters
    - Copernicus Accelerator
  - Act In Space
  - Local competitions
- Benefits:
  - Feedback from experts
  - Networking
  - Visibility and marketing
  - Showcase to investors and industry



The leading innovation platform for commercial Earth observation applications is awarding prizes to innovative solutions for business and society.

#CopernicusMasters



BOOST YOUR IDEAS TO THE NEXT LEVEL  
Become the next high-flying entrepreneur and take the world by storm with the Copernicus Accelerator!





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# Copernicus Masters

The leading innovation platform for commercial Earth observation applications that awards prizes to innovative solutions for business and society.

**900**

Completed  
ideas since  
2011

**> 1.000**

Registered  
participants

**> EUR  
1.5 Mio**

Prize pool

**> 50**

Countries  
worldwide

**> 200**

International  
experts



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# Why join the competition?



**Awesome  
Prizes**

Claim your share of the EUR 1.5 Mio prize pool, receive exclusive data access and become the overall winner



**International  
Networking**

Meet leading national and international companies and organisations in Earth Observation



Look beyond the horizon to expand your creative space and take on the problems of modern-day society



**Business  
Support**

Seize the opportunity to enter ESA's business incubation programme and boost your idea



**Self-  
Promotion**

Promote your business on a global scale and spread word about yourself and your idea

Sign Up  
1 April – 30 June  
[www.copernicus-masters.com](http://www.copernicus-masters.com)



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# The challenges



University Challenge



ESA Sentinel Small Sat (S<sup>3</sup>) Challenge



The DLR Environment, Energy and Health Challenge



T-Systems Open Telekom Cloud Challenge



ASTROSAT

Disaster Management Challenge by Astrosat



Big Data Big Business Challenge by CGI



Federal Ministry of Transport and Digital Infrastructure

The BMVI Earth Observation Challenge for Digital Transport Application



Catapult Sustainable Living Challenge



Copernicus Sustainable Development Challenge



Copernicus Government Challenge



Copernicus Big Data Challenge



Copernicus B2B Challenge



Copernicus Services Challenge



Copernicus Security Challenge



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# Copernicus Accelerator 2017

**50**

Startups as  
mentees

**40**

High-level  
specialists as  
mentors

**2**

Prestigious  
on-site  
bootcamps

**€ 250K**

Additional  
prize pool to  
the Copernicus  
Masters

Never before  
seen **9-month-  
long coaching  
service**





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# Copernicus Accelerator 2017

## Key Facts

- Acceleration programme to support 50 start-ups (the best finalists of the Copernicus Masters competition)
- Pioneering start-ups paired with high-level specialists that support them in reaching business maturity
- A programme by European Commission/DG Growth
- Geographical frame: Copernicus Participating Countries
- Follow up of the first successful edition of the programme, within the 2016 edition of the Copernicus Masters

## Objectives

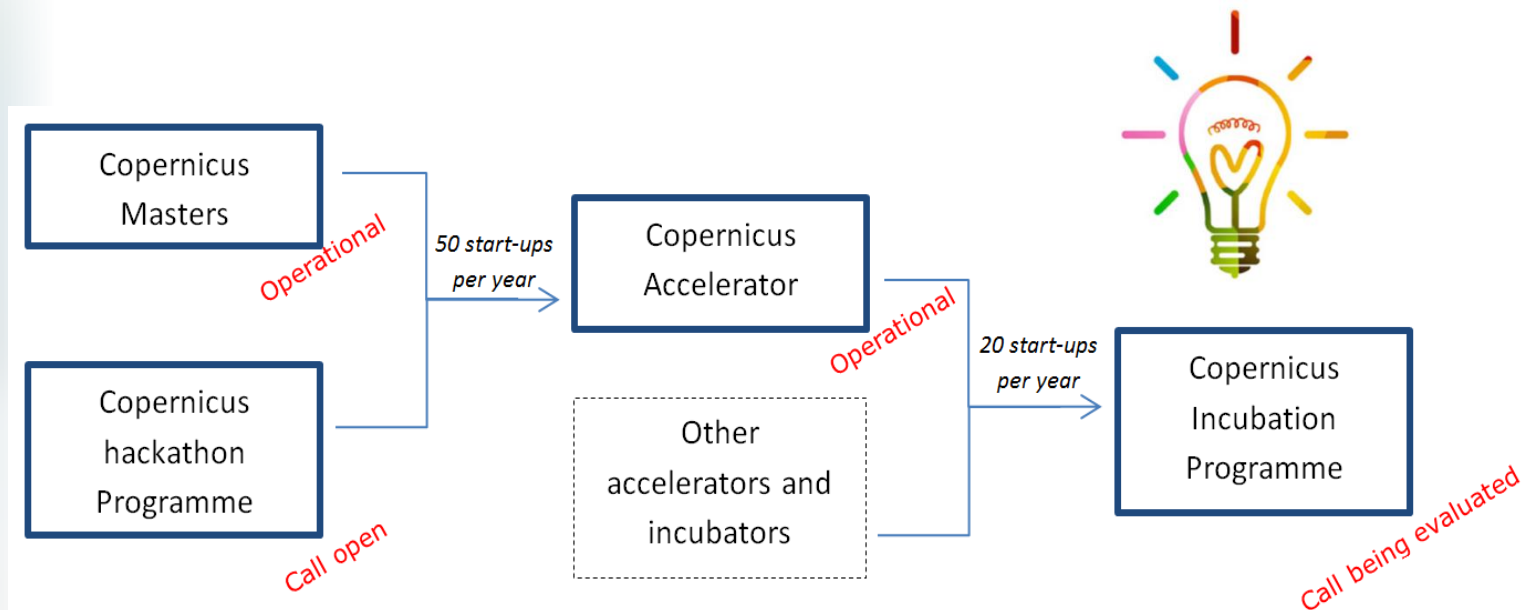
- Implementation of the EU Space Strategy
- Foster the market uptake of EO and usage of Copernicus satellites
- Provide a customized business development scheme for the best applications submitted to the competition
- Connecting high-level representatives from leading institutions and industry with start-ups and award-winning entrepreneurs
- Turn Copernicus-related business ideas into successful businesses





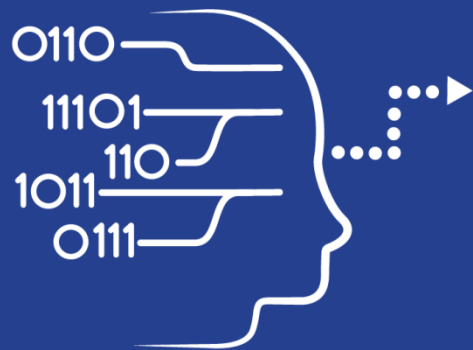
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# Copernicus Start-up Programme



Supported by:





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# Financing



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# DIFFERENT COMPANIES, DIFFERENT NEEDS

- Different sizes
- Different activities
- Different phases of development



**Initial  
Idea**



**Business  
Plan**



**Marketable  
Product**



**Commercialisation**



**Expansion**

# A WIDE VARIETY OF PUBLIC AND PRIVATE FUNDING OPPORTUNITIES

- Funding instruments developed by EU institutions **tailored to start-ups and scale-ups**
- Private funding instruments **available on the capital market**
- Action lines sometimes **explicitly related to Copernicus or Space-based applications**
- **Not domain-specific** in most cases and usable for EO downstream applications



Credits: ESA / P. Carril & J. Huart



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# THE RISK IS TO GET LOST IN THE “JUNGLE” OF POSSIBILITIES



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## T H E R E   A R E   3   M A I N   G R O U P S   O F   I N S T R U M E N T S

- **Grants:**

- Non-repayable funds disbursed by a (public) entity to fund one or several beneficiaries for the execution of a “project”.
- Awarding based on the evaluation of technical and financial proposals submitted by applicants.
- Monitoring based on pre-established reporting procedures.

- **Equity:**

- Capital provided in exchange for a share of equity in the company.
- Capital provided with the expectation that the company will be profitable, and the equity will thus be returned for a greatly increased amount of capital.
- Equity received following a successful pitch to potential investors.

- **Debt financing:**

- The borrowing of capital to use within a company, without loss of equity.
- Repayments on the borrowed capital paid at a fixed rate over a set time period.
- Capital loaned after a financial review of the company, its assets and future potential.

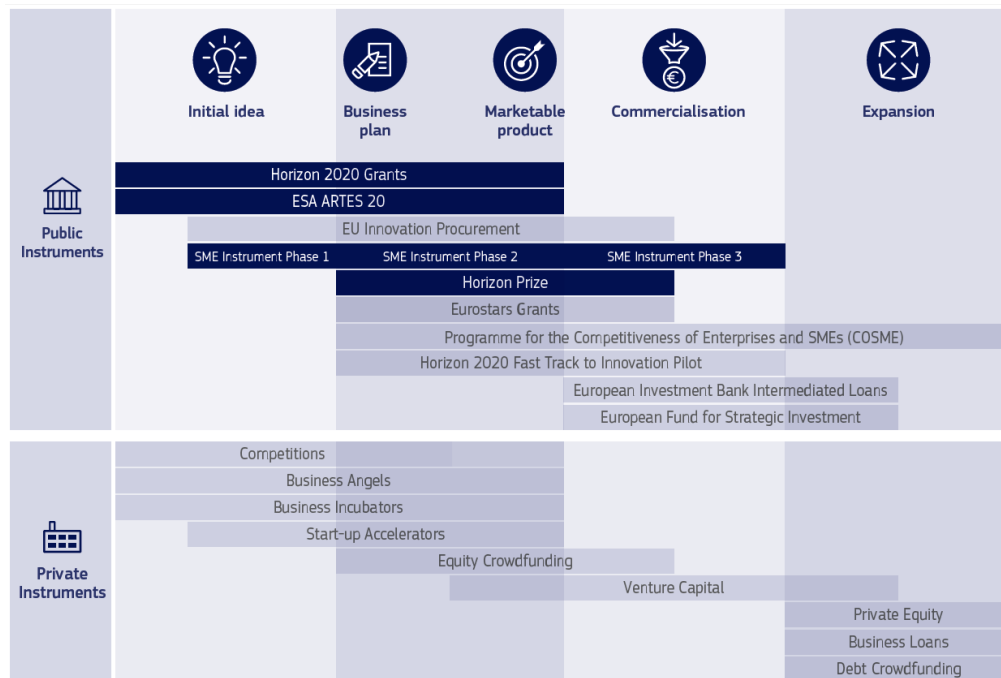


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IN SHORT: THERE IS SOMETHING FOR EVERYONE  
BUT GUIDANCE IS NEEDED

Selecting the most relevant instruments depends on several criteria:

- Type of funding needed
- Development stage of a product/company
- Need for partnering
- Need for additional support



■ Instruments specifically relevant to Copernicus downstream applications





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## Useful links

- [www.copernicus.eu/access-to-finance](http://www.copernicus.eu/access-to-finance)
- EU Access to finance platform:  
[http://europa.eu/youreurope/business/funding-grants/access-to-finance/index\\_en.htm](http://europa.eu/youreurope/business/funding-grants/access-to-finance/index_en.htm)
- H2020 Research and Innovation participant portal:  
<https://ec.europa.eu/research/participants/portal>
- H2020 National Contact Points:  
[https://ec.europa.eu/research/participants/portal/desktop/en/support/national\\_contact\\_points.html](https://ec.europa.eu/research/participants/portal/desktop/en/support/national_contact_points.html)
- Enterprise Europe Network (EEN): <http://een.ec.europa.eu>
- Your Europe Business: <http://europa.eu/youreurope/business>



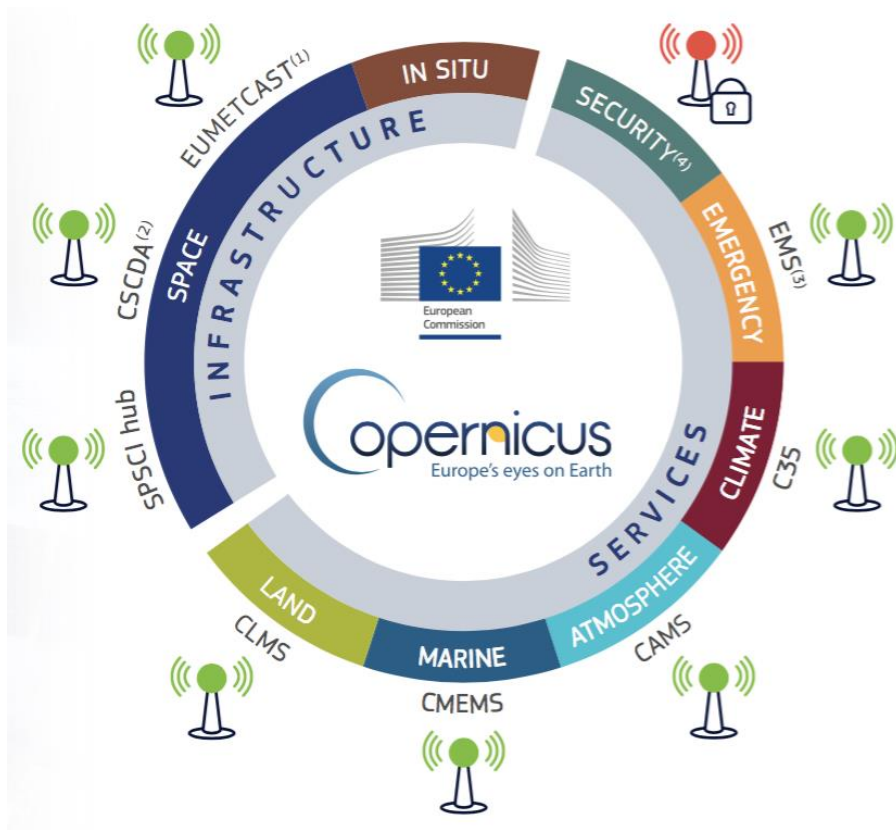
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# Data and tools



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# COPERNICUS DATA AND SERVICES ACCESS



<http://land.Copernicus.eu>  
<http://atmosphere.Copernicus.eu>  
<http://marine.Copernicus.eu>  
<http://climate.Copernicus.eu>  
<http://emergency.Copernicus.eu>



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# ACCESS TO TOOLS

- SNAP – Sentinel Application Platform
  - Sentinel-1, -2 and -3
  - Community
  - Documentation and tutorials
  - SNAP API for developers
  - Open source, ability to develop third-party plugins

**multimission scientific toolboxes**