



ESA BA Challenge 2026 “Space for a Resilient Society”

Submit your idea
from **15 January**
to **25 March 2026**

Evaluation Criteria – INNOspace Masters 2026

For the ESA BA Challenge “Space for a Resilient Society” the following criteria will be used to evaluate the submitted proposals during the online evaluation and to calculate the final score:

CRITERIA

Relevance

DESCRIPTION

The proposal clearly defines the service/application and provides concrete evidence of market fit (e.g., user research, problem-solution validation, market data), demonstrating that the solution directly addresses a confirmed market demand. The overall planning and costing of the intended activity is realistic and funding the project is cost-effective (Return on Investment).

Market Potential

The proposal presents verifiable evidence of market size, with evidence of initial customers’/users’ traction and interest in the proposed solution evidenced through letters of support, with credible USPs that support realistic commercial scalability.

Technological Feasibility

The proposal provides a technically sound solution architecture and a credible plan for assessing its technical feasibility, and a clear justification of why space data and technologies are essential to the solution and what added value they provide.

Credibility and Capability

The proposal presents a realistic, time-bound commercialisation plan aligned with the company’s strategy, and clearly identify a team that has proven technical, business, and management expertise to develop, deploy, and commercialise the solution.