



# Engage on Earth, Unite in Space

Exploring Next Level Cross-Sector Innovations

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

## Evaluation Criteria – INNOspace Masters 2026

For the different Challenges of the INNOspace Masters 2026, the following criteria will be used to evaluate the submitted proposals during the online evaluation and to calculate the final score:

German Space Agency at DLR Challenge:  
Groundbreaking Cross-Sector Innovations



CRITERIA	DESCRIPTION
<b>Relevance</b>	There is a clear research need and the investigative approach is expedient.
<b>Scope &amp; Realisation</b>	The project course (work programme, schedule, budget allocation) is realistic, the described milestones and project outcome are achievable.
<b>Technological Feasibility</b>	The idea/solution is technically appropriate and feasible.
<b>Exploitation Potential</b>	The exploitation, application, and expected market potential are high.
<b>Utilisation of Project Results</b>	Specific plans exist for the further application of the project outcome (scientific or economical).
<b>Innovation Level</b>	The degree of innovation of the idea/solution is high.
<b>Transfer Potential</b>	There is a high potential for cross-sector technology/knowledge transfer.
<b>Competence</b>	Professional excellence and previous experience are sufficiently demonstrated.

**CRITERIA**

**DESCRIPTION**

**Relevance**

There is a clear value proposition that promises relevant benefits for a clearly identified customer group through utilization of an obvious **space connection** (spin-in or spin-off/application).

**Competence**

The team brings relevant experience and complementary skills (technical and business competencies) to turn idea into reality.

**Market Potential**

The exploitation potential and the chance for commercial success are high.

**Technological Feasibility**

The idea/solution is technically feasible.

**Innovation Level**

The degree of innovation is high (technical and/or business model).

ESA BA Challenge: Space for a Resilient Society

**CRITERIA**

**DESCRIPTION**

**Relevance**

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.

**CRITERIA**

**DESCRIPTION**

**Relevance**

There is a clear relevance to the topics of the Airbus Challenge.

**Scope & Realisation**

The project plan and schedule are realistic, and the amount of funding is appropriate.

**Technological Feasibility**

The idea/solution is technically feasible.

**Market Potential**

The exploitation potential and the chance for commercial success are high.

**Innovation Level**

The degree of innovation that the development represents is high.

**Competence**

Professional expertise and prior experience are sufficiently demonstrated.

**Competence**

The relevant skills to implement the idea are available in the team.

Mercedes-Benz car2space Challenge: Space up your Drive



**CRITERIA**

**DESCRIPTION**

**Relevance**

There is a clear relevance to the topics of the Mercedes-Benz car2space Challenge and it is a strategic fit to the company's position.

**Scope & Realisation Aspects**

The project course is realistic and the resource planning is appropriate.

**Technological Feasibility**

The idea/solution is technically feasible.

**Market Potential**

The potential for consumer demand and the chance for commercial success are high.

**Innovation Level**

The degree of innovation is high.

**Competence**

Professional expertise and prior experience are fully demonstrated.

**Team Strength**

The team members' competences and skills complement each other excellently.

**CRITERIA**

**Relevance**

**Scope & Realisation**

**Technological Feasibility**

**Market and Innovation Potential**

**Competence**

**DESCRIPTION**

There is a clear relevance to the topic selected by OHB.

The project course is realistic and the amount of funding is appropriate.

The idea/solution is technically feasible.

The exploitation potential and innovation level are high.

Professional expertise and prior experience are sufficiently demonstrated.