

ESA BA Challenge 2024

“Space for every Industry”

Submit your idea from 15 February to 23 April 2024!

Evaluation Criteria

INNOspace Masters 2024

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

Criteria	Description
Relevance	There is a clear proposition for a new potentially sustainable application or service with high business opportunity and sustainability aspects (environmental, social or governance).
Scope & Realisation	The overall planning and costing of the intended activity are realistic, and funding the project is cost-effective (Return on Investment).
Technological Feasibility	The idea/solution is technically and commercially feasible and the utilisation of space assets is delivering added value.
Market Potential	The implementation of a commercial service is targeted; the initiative is user/ customer driven and the service/ product has a high potential for scaling.
Innovation Level	The degree of innovation is high with clear unique selling points.
Competence	The company has the competence (appropriate skills) and experience to deliver what they are proposing.