



EU SPACE

CASSINI Space Entrepreneurship Initiative 2021-2027

Supporting European New Space

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How to build a business on a space data use case?





CASSINI objectives

New products and services:

- Space technology for new functionality and lower cost
- Digital services based on space data and information

New business models:

- Commercialisation of space assets and data

New financing schemes:

- Venture Capital funds will increasingly finance space ventures
- Better access to debt funding - requires customers & revenue

New procurement approach:

- Anchor customer contracts

Coordinate entrepreneurship support better between Commission, ESA, EUSPA, EIF, and Member States

CASSINI 2021-2027

THE ROAD TO NEW SPACE

- Clear vision for European space businesses and markets
- New industry setup
- New entrants
- New private investment
- New markets
- New solutions

PROMOTION

CASSINI Hackathons
& Mentoring

Started 2021

INNOVATION COMPETITIONS

CASSINI Prizes
CASSINI MyEUSpace

Started 2022

INVESTMENT

CASSINI Seed and Growth Funding
Facility (InvestEU)

Started 2022

MATCHMAKING

CASSINI Matchmaking with Investors
CASSINI Industrial Partnering

Started 2022

BUSINESS GROWTH

CASSINI Business Accelerator

Starts Q4 2022

IOD/IOV

In-Orbit Demonstration
and Validation

Started 2022



CASSINI Hackathons

4th CASSINI Hackathon 4-6 Nov + 9 Nov 2022 "Space for the financial world"

Challenge #1: Enabling green and sustainable investment;

Challenge #2: Innovating financial tools and technologies;

Challenge #3: Advancing global market intelligence

Belgium
Czech Republic
Finland
France
5 Germany
Italy
Lithuania
Slovenia
Spain
Switzerland



<https://www.cassini.eu/hackathons/>





CASSINI Prizes

CASSINI Prizes: the competition for best digital application dealing with plastic marine pollution is published by EUSPA

Top 3 may win EUR 950 000 each

TED - <https://bit.ly/3qTIT6T>

EUSPA - <https://bit.ly/3S26pJX>



**CASSINI myEUSpace
EUR 1 million prize pool**

<https://www.euspa.europa.eu/myeuspacecompetition>



EUSPA Space Academy

Free online training to space entrepreneurs



<https://www.euspa.europa.eu/spaceacademy/>

This **free** online training is open to all individuals, start-ups, entrepreneurs and SMEs who want to learn the ins and outs of building a space application business

Your training starts with a series of modules that can be followed **using your own device and completed when and where you want**

Topics range from the technical details of the EU Space Programme and its various components to practical business skills such as:

- Customer support and sales
- Building a successful team
- Resource allocation
- Business plans and models
- Access to funding
- Intellectual Property, copyrights and data policy
- And much, much more

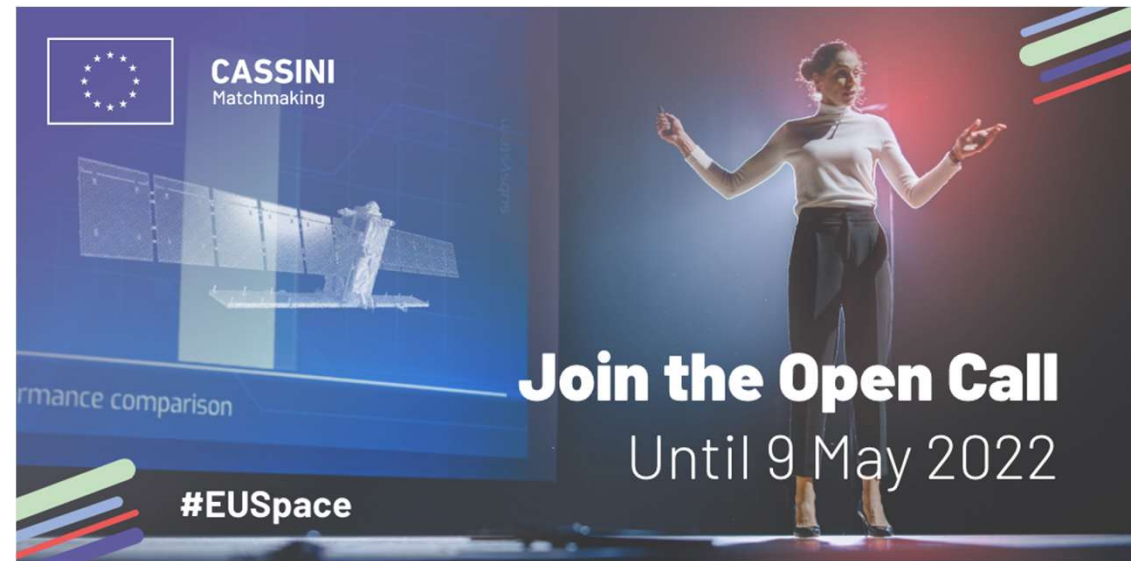




CASSINI Matchmaking

CASSINI Matchmaking: 4 thematic matchmaking events in Q3-Q4 2022

- 1st event at International Astronautical Congress Paris 2022 (19 Sep);
- 2nd event at EU Space Week Prague (5 Oct);
- 3rd Web Summit Lisbon (1-4 Nov);
- 4th New Space Forum Rome (1-3 Dec)



<https://www.cassini.eu/matchmaking/>



CASSINI Business Accelerator

CASSINI Business Accelerator will offer entrepreneurs qualified business development support to:

- Develop go-to-market plans and sales methods
- Accelerate activities leading to revenue growth
- Raise expansion capital
- Expand business networks
- Seed financing voucher to successful participating companies

Action expected to kick off in Q4 2022

More info and new web page: Dec 2022

<https://cassini.eu/businessaccelerator>



CASSINI Investment Facility

€1 billion boost to space investments



CASSINI Seed and Growth Funding Facility: open call for venture capital funds launched by EIF in April 2022

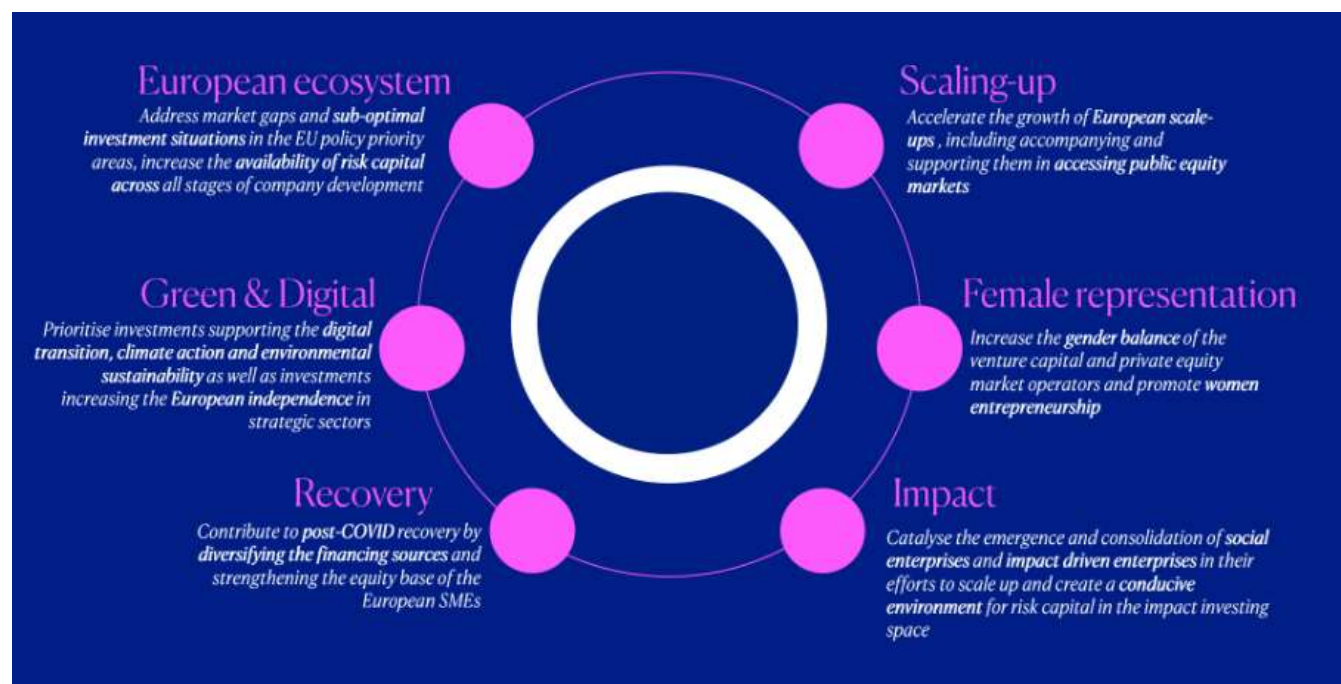
First investment agreements expected to be signed in Q3 2022

Fund managers can contact EIF:

https://www.eif.org/InvestEU/equity_products/calls/index.htm

Startups can check the list of

VC funds: https://ec.europa.eu/defence-industry-space/cassini-access-finance_en





More ways to boost your business

CASSINI

<https://www.cassini.eu/cassini-initiative>

EIC Accelerator

https://eic.ec.europa.eu/eic-funding-opportunities/eic-accelerator_en

EUSPA

<https://www.euspa.europa.eu/>

ESA Commercialisation Gateway

<https://commercialisation.esa.int/>

European
Innovation
Council



Linking space
to user needs

