



APQ Cheat Sheet

(with Assessor Top Tips)

If You haven't already downloaded a blank APQ (Activity Pitch Questionnaire) Form – get yours here: [Documents | ESA Space Solutions](#)

Read This First – 7 Keys to a Fundable APQ

1. Evidence of Demand – Name real customers or users. Even one conversation is gold.
2. Numbers Everywhere – Benefits, markets, impact → always add a % or € figure.
3. Space Tech Front & Centre – Make it crystal clear why SatNav / EO / SatCom is essential.
4. Continuity Story – Show how this idea grows naturally from your company's past work.
5. Risk Awareness – Admit risks, explain how you'll manage them. "No risks" = Red Flag.
6. Clear Exit Path – ESA funds projects with a life beyond the grant. Show your route to customers.
7. ESG/Impact Angle – Highlight jobs, green benefits, inclusivity, resilience.

👉 Keep sentences short, specific, and measurable.

👉 Think like an assessor: "Does this look real, fundable, and valuable?"

1. Background Information

- ☐ 1.1 Idea Name: Write a short, catchy name that clearly says what your idea does.
- ☐ 1.2 Thematic Area: Pick up to 2 categories from ESA's list.
- ☐ 1.3 Basic Company Info: Name, address, country, website, contact person, phone, email.
- ☐ 1.4 Company Background: 2–3 sentences on company history, mission, main strengths.

⚡ *Link past work to this new idea - continuity builds trust.*

☐ 1.5 Previous ESA Activities: Tick Yes/No. If yes, name project(s).

☐ 1.6 Sub-contractors: Tick Yes/No. If yes, list their name, country, website.

☐ 1.7 Team Skills & Experience: Tick Yes/No/Partial. Write why your team can deliver.

⚡ *Highlight unique expertise. If gaps, show you filled them with partners.*

☐ 1.8 Contact with ESA Ambassadors / National Delegation: Tick Yes/No/Partial. If yes, give names and discussion status.

⚡ *Engagement shows seriousness. Mention names if you have them.*

☐ 1.9 How You Heard About ESA Programme: Website / event / ambassador / other.

2. WHAT (Your Offer)

☐ 2.1 Final Product / Service: Start with a headline selling point, then 2–3 sentences on what you will deliver, who for, how it works, and how it uses space assets.

⚡ *Be clear about the end deliverable - not just “a platform,” but “a mobile app farmers can use.”*

☐ 2.2 Customers & Users: Who pays (customers)? Who uses (users)?

☐ 2.3 Customer Pains & Gains: Write their top problems + how you solve them. Add numbers (e.g. “20% less water use”).

⚡ *Quantify gains - it proves real value.*

☐ 2.4 What's Innovative / Unique: How your solution is different from current options.

⚡ *Compare directly to today's alternatives – name current solutions.*

☐ 2.5 Space Technology Contribution: Tick which space asset (EO, SatNav, SatCom, etc.) + explain the benefit.

⚡ *The space link is vital. Name space sources i.e. satellites. Demonstrate your knowledge of the data, and why it wouldn't work without it.*

3. WHY (Impact & Market)

☐ 3.1 Market Description & Size: Market size (€, #users). What % share you'll capture by year 3.

⚡ *Use numbers from quick research - even rough figures are better than vague claims. Remember that the prime market initially will be UK & Europe, keep your numbers relative to that market.*

☐ 3.2 Potential Individual Customers Identified?: Tick Yes/No. If yes, name them + note interest.

⚡ *Dropping real customer names = instant credibility.*

☐ 3.3 Fit with Your Business Strategy: 2–3 sentences on how this fits your current activities and long-term plan.

⚡ *Show it's part of your growth story, not a random side project.*

☐ 3.4 Pricing Strategy: Tick Yes/No/Partial. If yes, give € price per unit/month + #customers expected 1 year post-project.

⚡ *Even basic customer validation ("we asked 3 companies and they said yes") is strong.*

☐ 3.5 Market Entry Timing & Remaining Steps: When will you launch? List steps left (e.g. testing, regulatory approvals).

⚡ *Add in a desired start date*

☐ 3.6 Economic, Social, Environmental Impact: Expected jobs, revenue, social or environmental benefits.

⚡ *ESA loves ESG angles - jobs, green, inclusion. Include them even if secondary.*

4. HOW (Implementation)

☐ 4.1 Starting Point: What you already have (prototype, pilot, research, customer chats).

⚡ *Don't undersell. Even a pilot discussion is evidence.*

☐ 4.2 Key Activities: Tick Feasibility Study or Demo Project. List key tasks (market study, prototype, pilot).

☐ 4.3 Expected Goals / Outputs: End deliverables (prototype, business case, pilot). Make them SMART.

⚡ *Link outputs directly to the final product/service.*

☐ 4.4 Planning & Costs: Write duration + rough budget.

⚡ *Budget should be realistic - not too low, not inflated. Include contingency.*

⚡ *Structure your plan in terms of work packages*

☐ 4.5 ESA Co-funding: € amount + % requested. Note your own funds.

☐ 4.6 Other ESA Support: Networking opportunities (investor forums and introductory events), ESA Branding.

☐ 4.7 Risks & Mitigation: Top 5 risks (tech, business, financial) + how you'll reduce them.

⚡ *Never say "no risks." Show you've thought it through.*

When you've answered all the questions and ticked all the boxes above, you're ready to submit your draft for review by Ken Gordon.

Send your APQ draft to:

Kenneth.gordon@tinrocket.space