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SPACE

# Common Mistakes in ESA BASS APQ Applications

## 1. Lack of Specificity

**Problem:** Applicants use vague terms like 'AI integration' or 'EO data usage' without specifying datasets, applications, or expected outputs.

**Advice:** Be concrete—explain exactly what will be built, tested, or integrated. Name datasets (e.g. Sentinel-2), EO providers, and anticipated benefits.

## 2. Overinflated Market Sections

**Problem:** Too many market stats clutter the narrative. Applicants often confuse TAM, SAM, and SOM or fail to connect the market to their actual product or traction.

**Advice:** Simplify. Start with a clear TAM/SAM estimate, explain your pricing, and show how you'll capture a portion of the market.



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### **3. Poor Connection to Space Assets**

**Problem:** Applicants tick the EO/SatCom boxes but don't show real integration plans or technical understanding of those assets.

**Advice:** Clearly state how space assets will be used in the activity. Name EO missions (e.g., Copernicus), SatCom networks, or data providers involved.

### **4. Vague Implementation Plans**

**Problem:** Workplans are generic or superficial. Applicants often submit inconsistent or unrealistic costings, and no real timeline or ownership of activities.

**Advice:** Treat this as a real project. Include key tasks, durations, responsibilities, and make sure costing/funding sections align.