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APQ Tips and Tricks

What's is the success rate for applying for ESA BASS funding?

The ESA BASS (Business Applications and Space Solutions) program does not publish a specific, standard success rate for applications, as it can vary depending on the funding call, the quality of proposals, and the competition for particular themes or sectors. However, successful applications typically require strong alignment with ESA's goals, a clear business case, innovative use of space assets (such as satellite data, navigation, or communication), and the potential for economic or societal impact.

Applicants are generally advised to collaborate with their local ESA Ambassador early in the application process to improve their chances, as ESA often provides guidance and feedback to refine proposals before submission.

Where do I find the application documents and supporting information?

You will find all of these on the [ESA BASS website](#) on the [How to Apply](#) page .



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How do I write a good application?

Find and speak to your local ambassador if you have one. Contact details are here.

To improve the chances of success when applying for ESA BASS funding, here are some key tips and considerations:

1. Align with ESA's Objectives

- Make sure your proposal clearly aligns with the ESA BASS program's overarching goals: leveraging space technologies (e.g., satellite data, navigation, communication) to address real-world challenges and create tangible benefits in non-space sectors.
- Consider the economic, societal, and environmental impacts. The ESA values projects that demonstrate significant potential to drive innovation and growth in the target sector.

2. Engage with ESA Early

- ESA encourages applicants to engage early by submitting an outline proposal or contacting an ESA Business Applications Ambassador Platform (AP). Early feedback can help refine your proposal and improve its alignment with ESA's expectations.
- If possible, arrange a meeting or a call with relevant ESA staff or an Ambassador, who can offer insights on how best to frame your project to meet the program's requirements.



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3. Demonstrate Clear Market Demand

- Make sure to demonstrate clear market demand for your proposed solution. ESA is particularly interested in commercially viable projects that have a clear pathway to generating revenue or creating jobs.
- Show your understanding of the market, the target customers, and the competitive landscape. A strong business case is essential to increase the likelihood of securing funding.

4. Emphasise Innovation

- Highlight the innovative aspect of your project. This could be a new way of using space assets (e.g., integrating Earth observation data with other sources), a novel technology, or a fresh approach to solving an existing problem.
- Make it clear how your project is different or better than existing solutions and what competitive advantage it brings.

5. Form Partnerships

- Demonstrate that you have established strong partnerships with other companies, academic institutions, or government bodies. ESA BASS often favours consortia that combine technical expertise with market know-how.
- It's helpful to involve end-users in the development process to ensure that the solution meets real-world needs.



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6. Clarify the Use of Space Assets

- Clearly explain how you will use space-based technologies such as satellite communications, Earth observation, or GNSS (Global Navigation Satellite Systems). It's critical that the space technology element is central to the solution and not just an add-on.
- The technical feasibility of integrating space technology into your solution should be well thought out and articulated.

7. Plan for Scalability

- ESA is interested in projects that have the potential to scale beyond the initial phase. Make sure to outline how your project could grow, both within the chosen sector and into new sectors or geographical markets.
- Include milestones for scaling up the project, commercialisation, and international expansion if applicable.

8. Get Financials Right

- Prepare a robust financial plan that includes both funding needs and potential returns. ESA wants to see a realistic budget, cash flow projections, and evidence of financial viability.
- Be clear on how ESA's funding will be used and how much additional investment you are seeking from other sources.

9. Sustainability and Long-Term Vision

- A focus on sustainability is increasingly important to ESA. Demonstrating how your project will contribute to environmental sustainability or how it supports long-term resilience (e.g., in climate monitoring or disaster prevention) can strengthen your case.



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10. Follow the Guidelines Closely

- Ensure that you strictly follow the application guidelines provided by ESA, including deadlines and document requirements. Applications can be rejected on technicalities if they don't meet the administrative requirements.
- Make sure your proposal is well-structured and concise. Reviewers appreciate a clear and well-organised submission.

11. Show Proven Results or Pilot Projects

- If you have already run a pilot project or have initial results, include this in your proposal. Demonstrating early successes or even small-scale deployment strengthens your credibility and shows the viability of the project.

12. Have a Clear Risk Management Plan

- Include a solid risk management plan that identifies potential technical, financial, or market risks and how you plan to mitigate them. ESA wants to see that you have a realistic view of potential challenges and a plan to address them.



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If you would like more specific feedback based on your project idea or sector, feel free to share, and we can refine the approach further.

You can contact me kenneth.gordon@tinrocket.space though [LinkedIn](#) or by calling 07939 803360.

Good luck with your application!

Ken