

NSO Netwerkmiddag  
Kees van Duijvendijk  
*k.vanduijvendijk@spaceoffice.nl*



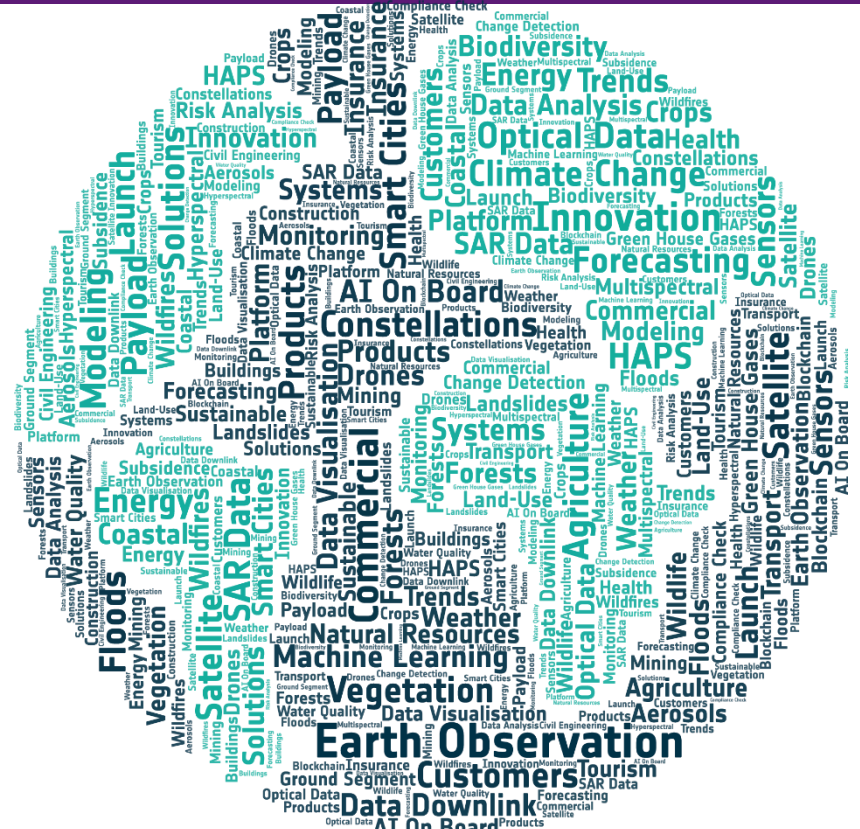
# Netherlands Space Office

**Investing in Industrial  
Innovation (InCubed)**



# InCubed programme

InCubed focuses on developing **innovative** and **commercially viable** products and services that exploit the value of **Earth observation** imagery and datasets.





# InCubed programme

- InCubed  $\neq$  Business incubation for start-ups
- InCubed = product development:
  - Zero-equity co-funding,
  - Technical guidance and commercial support
  - Access to ESA EO facilities





## Space Segment

Activities related to any on-board product/service



Platform



Payload

Upstream



Ground Networks & Data Distributions



Ground Stations & Mission Management

## Ground Segment

Activities related to the ground segment of an Earth observation satellite system

Midstream

## Data Segment

Activities related to management, processing and the use of the Earth observation data



Data Processing & Visualisation



Data Analytics, Insights & Applications

Downstream



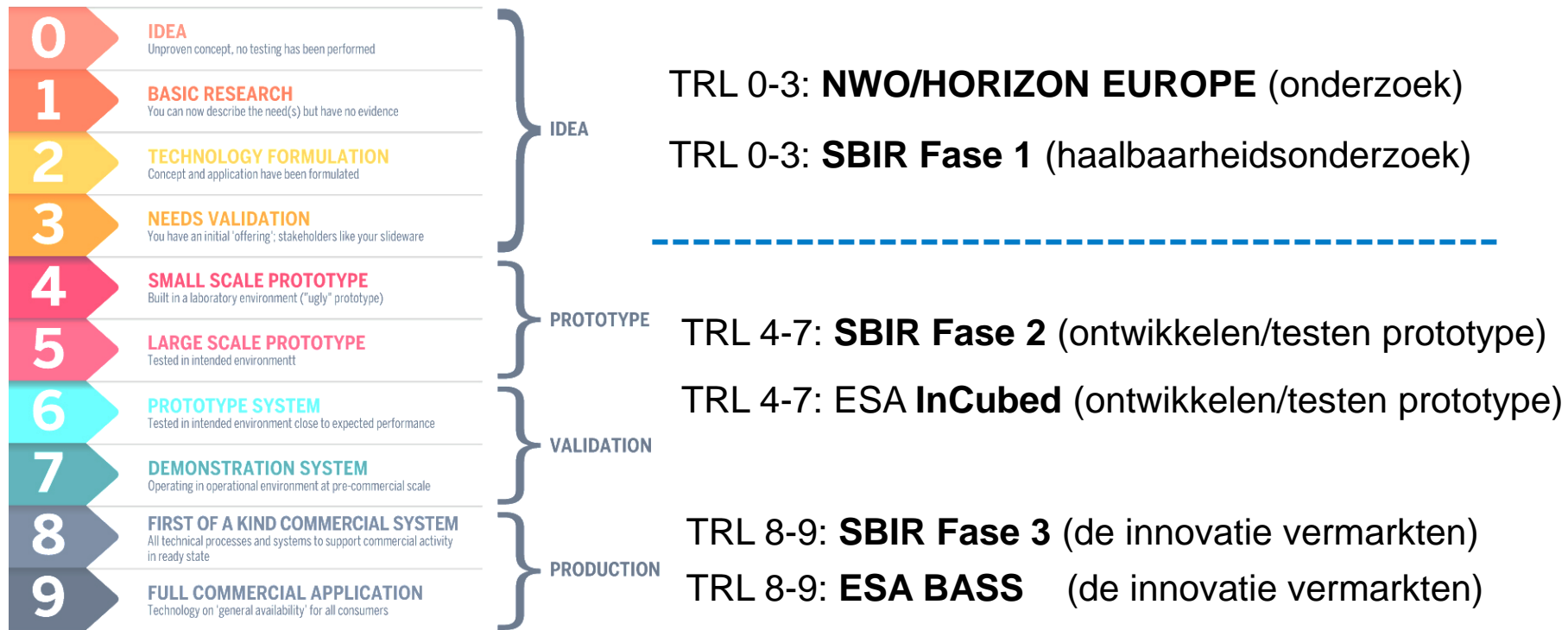
## Is Incubed right for you?

- ✓ Company **based in The Netherlands**; activities not restricted to a certain geographic area (global)
- ✓ Innovative product or service in need of **technical development** to become commercially viable
- ✓ Sufficient **market potential** of the product or service
- ✓ Clear link to **earth observation**



# Position InCubed vs SBIR/BASS

**Not 100% fixed!**





## Position InCubed vs SBIR/BASS

- SBIR is 100% funded and has a (NL) government agency as intended user of the service (B2G). Based on calls.
- InCubed is 50% funded and has a (not necessary Dutch) private sector partner as intended final user (B2B/B2C). Applications to InCubed can be done at any time (open).
- Promising innovation can make use of different instruments\*:
  - SBIR Fase 1 (TRL 0-3) to InCubed (TRL 4-7)
  - InCubed (TRL 4-7) to BASS (TRL 8-9)

*\*Not overlapping*



## Dutch (NSO) framework

- **No restrictions on space segment and thematic area:** as long as the development strengthens the EO sector, by either using EO data (downstream), or contributing to acquisition of new EO data (upstream).
- Very important is the **innovative value** and the **market potential** of the proposed product or service
- **Own contribution:** 50% for creation of services





## NL InCubed projects (8)





# Practical

- **Overall NL InCubed budget:** sufficient available
- **Duration:** anywhere from 6 tot 36 months
- **ESA contribution:** from 100 to 350k ESA
- **Own contribution:** 50% for applications
- **Partners:** NSO only funds activities by Dutch partners, research partners can be funded 100% (limited role)
- **Support:** Without NSO support, no ESA project
- **First step:** Contact me for questions or plan a pitch