1. Name of the idea

1. Basic information of the organization which owns the idea
   * Name, department, business ID, contact information
   * If a company: founding year and turnover in 2019
2. Theme

Select the theme of the idea from one of the following alternatives:

1. Nano/small satellite and HAPS (High-altitude platform systems) manufacturing and testing
2. Satellite and HAPS communications and ground station solutions
3. Situational awareness in intelligent solutions alternatively for:
   * Autonomous systems
   * Sustainable cities
   * Precision agriculture
   * Fast changes in environment

**Under theme C, the solutions have to make use of satellite, HAPS or drone platforms and/or data collected via these platforms.**

Your choice: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Market and customer need

* To what customer need does the idea based new product or service respond and who will be the end users and paying customers?
* Describe the international target markets, their estimated size and growth.

1. Solution

* Describe the new product or service based on this new idea, and what is the innovation compared to the existing solutions already are in the market.
* In case of a company’s idea, describe the intended business model.
* Estimate, how long time it takes from the current status of the idea to market-ready product.

1. Benefit for the customer

* What kind of practical benefits the new solution/product/service based on the idea bring for the customer and end user? Why should the customer pay for the solution (for instance money/time saved, esthetic/ecological values, status)?

1. Competitive advantage

* Describe competing solutions. If there are no direct competitors, describe how the problem is solved at the moment. Please note also the indirect competitors outside your own field.

1. Partners

* What kind of domestic or international partners are involved in this idea and what is their role? Please note, that the partners must be aware of that they are mentioned in this idea paper.
* What kind of partners would you need for the project – either engaged by yourself, or found in the workshops?

1. A potential project application based on the idea paper, to be submitted later

* Budget scale (k€), duration (kk), filing of application (estimated in quarterly precision)