PARSEC

Promoting the international competitiveness of European Remote Sensing companies through Cross cluster collaboration

Open Call 2 Guide for Applicants

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1. Overview

1.1 Background Information on PARSEC

"PARSEC - Promoting the international competitiveness of European Remote Sensing companies through Cross cluster collaboration" is an EU project which aspires to provide start-ups and SMEs with the necessary resources to develop and launch Earth Observation (EO) based products and services into the market. This will be realized through a comprehensive acceleration program, offering a total of 2.5 M€ equity-free funding to applicants, alongside coaching, training and market entry support. The project focuses on three emerging sectors: food, energy and environment.

Why PARSEC?

The advent of the Big Data era, spearheaded by Copernicus' free, full and open data policy but also by the emergence of new EO business models, opens an immense opportunity for the development of innovative services and products. To fully seize this opportunity, start-ups and SMEs need access to **capital, knowledge, markets and technology**. PARSEC will provide these resources through a **holistic acceleration program**, enabling the transformation of innovative ideas into market-ready products that bring significant value to users in the food, energy and environment sectors.

In doing so, PARSEC will enable the optimum exploitation of EO data and services in support of the implementation of regional smart specialization strategies and the increased competitiveness of EU companies on the international stage.

How is the PARSEC acceleration program going to achieve its objectives?

PARSEC has launched an Open Call inviting applicants to take part in the acceleration program. The Acceleration program is being implemented in two stages, as follows:

- In the **first stage**, PARSEC deployed a peer-to-peer evaluation to select **100 applicants** to receive **seed capital (10.000€ each; terms and conditions see 3.3.1);**
- In the **second stage**, PARSEC will facilitate the process through which successful applicants will form **cross-border** and/or **cross-sectoral teams** (consortia of 2-4 companies where at least one of the partners is a successful beneficiary from Open Call 1 who also has to be the leader of the Consortium) and **develop innovative EO-based services** addressing challenges in the food, energy and environment sectors. The **15 consortia** demonstrating services with the highest commercial potential will be selected by a jury consisting of industrial CEOs, opinion leaders, investors, VCs and/or business angels. The selected consortia will receive funds (**100.000€ per consortium**) along with the opportunity to attract further venture capital on top of that.

The maximum amount to be granted to each third party in the context of project PARSEC (i.e. for both calls) may not exceed EUR 60.000€.

The teams will receive matchmaking, mentoring, coaching, investment readiness and market entry support from a pan-European team of experts in addition to the financial support described above. All funding for the first and second stage will be equity-free for beneficiaries. Through this acceleration process, which offers a total of 2.5 M€, PARSEC aspires to help start-ups and SMEs to create value in existing and new industrial value chains and to bring their solutions to the market. In addition, PARSEC will set up three

Business Catalysts and provide the tools to support the development of new products and services. Beneficiaries will have access to the following three Business Catalysts:

- **A Big Data Toolbox** – helping companies to harness the power of big EO data.
- **An "In-situ Data Hub"** – offering access to data that can enhance or validate EO products.
- **A set of eoMALL Galleries** – acting as a "window to the market" for providers.

The following types of activities and areas of interest qualify for funding in PARSEC: sustainable food (including fields such as agriculture, livestock, water management etc.), energy (including fields such as oil and gas, renewable energy sources, mining etc.), environment (land, ocean, atmosphere), as well as informed policymaking, adaptation to climate change, smart cities etc.

1.2   Target Topics

PARSEC will provide SMEs from different emerging industry sectors (food, energy, environment) with the necessary resources to develop and launch EO-based services with a strong value for users and a solid business proposition.

Empowered by steady access to these resources, SMEs and start-ups will be able to effectively exploit the wealth of EO-enabled information, towards developing innovative solutions that meet concrete user needs and market trends in emerging industrial sectors: food, energy and environment. The rationale for targeting these sectors is as follows:

FOOD: Production and processing of food is one of the basic pillars of the EU economy, accounting for a turnover of 1 T€ and employing 16% of the EU's workforce. The industry is set to grow, as the world must boost food production by 70% by 2050 to accommodate population growth and greater economic prosperity. The EU currently has the largest share of the global food and drinks export market, but its share has dropped from 20% in 2001 to 16% in 2012. As noted by the EC, slow growth in labor productivity and added-value have decreased the competitiveness of the EU's food producers. These issues should be considered in the context of a growing interest in the link between food and health, which has changed mainstream consumption patterns by valorizing quality aspects related to good health. In this regard, EO data has a large potential role to play as a key enabling technology. **Food production is a complex *input-output problem*, for which EO offers a large and cost-effective source of information to enhance strategic and tactical decisions that can increase quality and/or quantity of yields while lowering costs and environmental footprints**, e.g. generating heterogenous fertilization maps and automated fertilization applications, remote disease scouting and warnings, fruit harvest scheduling to maximize fruit/wine quality, etc. On the other hand, food processing/ distribution is a logistics problem, particularly in international supply chains. **EO data, especially when paired with complementary datasets, can improve the efficiency** of solutions that promote traceability, faster delivery, lower waste, etc.

ENERGY: The global demand for energy is expected to continue to rise in the middle- and long-term, fueled by a growing world population and increasing per-capita energy use (despite savings from growing energy efficiency). Renewable energy sources (RES) are already marking the fastest rates of growth amongst the world's fuel mix, with this growth trend expected to continue for all mature renewables, including solar, wind and biofuels. **EO data is a crucial resource for both planning and management of RES projects**. EO data can be used to scout for high-potential locations for RES projects and provide highly accurate estimates of energy generation potential and thus returns on investment. EO data is also useful for disaster risk management applications, to support emergency services, effectively monitor infrastructure conditions, and inform high-performant energy infrastructure projects. As such, it is recognized in the sector that EO can contribute to the optimization of renewable energy systems for power production and optimal combinations of traditional and renewable energy supply systems in electric

power grids. T**he estimated Total Addressable Market for EO downstream services in the RES Electricity sector amounts to approximately 73 M €** and is key to achieving the EU 32% renewable energy target 2030.

ENVIRONMENT: Environmental applications were at the core of the EO sector and EC's Copernicus program since their initiation, and still **comprise the** [largest share of the EO market](). Remote Sensing data covering large tracts of land, bodies of water and airsheds provide a solution that is **cost-effective and of large utility for environmental monitoring and management** (e.g. land use, weather & climate, biodiversity, moisture, biomass, etc.) at a variety of needed scales, from a field to the global scale. The commercial potential of environmental EO applications is rapidly growing thanks to several trends. Firstly, environmental issues are becoming progressively more urgent with growing awareness of climate change, as potential and actual damage to businesses and society increases. Secondly, new directives (e.g. Common Fisheries Policy, Common Agricultural Policy, the Water Framework Directive) require sustainable approaches to exploiting natural resources and environmental stewardship in EU landscapes and aquatic environments. Finally, **consumers are showing increasing preference to consider sustainability in their purchases** and sustainability practices are **increasingly linked to higher business profitability**. In this context, EO is a valuable and unique source of environmental Big Data that drives a myriad of added-value commercial applications: effective natural resource monitoring and management tools (water quality, forestry, agriculture, etc.), disaster monitoring and mitigation tools, support to environmental life cycle analysis for infrastructure development, insurance applications (risk assessment, underwriting, damage assessment), ecological and biodiversity conservation (e.g. illegal logging detection), traceability applications, etc.

For each sector, several sub-segments can be foreseen:
- Energy: Project development, Asset monitoring
- Environment: Monitoring, Characterization
- Agrofood: Agronomic support (e.g. precision agriculture), Monitoring, Enforcement and Regulation, Market forecast

1.3   Business Catalysts

PARSEC is looking for innovators who see the potential in the designated sectors and can bridge the gaps by developing innovative solutions. PARSEC will effectively support SMEs in addressing these challenges through the development and provision of three Business Catalysts. It is highly recommended that each consortium's product/service uses at least one of the following three platforms. Business catalysts are available for beneficiaries of stage 1 on test areas and to co-design future layers needed in stage 2.

1.3.1   Big Data Toolbox

PARSEC's Big Data Toolbox will provide direct access to pre-processed Copernicus satellite data products and derivative information layers, such as bio-physical indexes, pre-classified land cover, static and dynamic RGB image visualizations, etc. A broad selection of rasterized base-map information layers (elevation, hydrography, land-ocean masks, OSM, climate variables, demographic data, administrative units, etc.) will be available as ready-to-use inputs for the application developers along with time-series of satellite data products. These data are provided analysis-ready, homogenized and pre-aggregated in multi-dimensional, spatio-temporal datacubes. A flexible front-end API, based on the open OGC WMS, WCS, and WCPS standards for data visualization, access, and analytics, will offer added-value application developers full-scale functional flexibility, with no binding to specific web development platforms or tools. The platform will be powered by Rasdaman, the leading high-performance datacube engine. Hands-on training will help to rapidly ramp up knowledge to work with these powerful standards and interfaces to establish individualized value-adding products and services. As far as clients are concerned, any standards-compliant tool can be used for accessing the multi-dimensional assets, ranging from simple map navigation (such as

OpenLayers and Leaflet) over virtual globes (such as NASA WorldWind and Microsoft Cesium) and Web GIS (such as GIS and ArcGIS) to high-end analytics (e.g. R or python). This allows businesses to quickly set up their algorithms and tune product appearance while remaining highly flexible for readjusting to new customer needs quickly. Algorithms and data can be adequately encapsulated so as to protect intellectual property.

The objectives of the Big Data Toolbox are (**i**) to establish an **integrated geodata platform**, based on open standards and supported by a range of standard tools, ready for use by the Open Calls for applications and services; (**ii**) to establish a **federation of Big Geo Data services** which will allow users to perform location-transparent spatio-temporal access and server-side analysis through standard interfaces (**iii**) to develop **operational work-flows and binary processors for pre-processing of EO data products** published on DIAS platforms into production-ready standard OGC datasets and further aggregation into added-value derivative EO information products offered to service developers as OGC datacube services (**iv**) to establish **self-management of datacube services** with automated image repository scanners, image pre-processors and notification/reporting/logging sub-system (**v**) to establish **best practices on datacube access and analysis pricing**, based on the OGC datacube standards.

PARSEC's Big Data Toolbox will re-use existing components wherever possible and contribute to their further development if necessary. **The strength of this approach lies in the utilization of innovative yet well-tested tools (with strong market presence) and their integration/enhancement with other independent components.** The PARSEC Big Data Toolbox will cooperate with a number of DIAS service providers and replicate several implementations of full-scale DIAS-to-Datacube processing work-flows customized for specific technological platforms.

1.3.2   In Situ Data Hub

The In Situ Data Hub is an aggregator of time-series data from a wide range of sources which will be acquired and saved into appropriate data structures within the tool to allow for easy retrieval by developers or other applications. The datasets will be freely and publicly available for access/download throughout the duration of the project, for e.g. (i) the production of value-added products, particularly in combination with satellite data via the Big Data Toolbox; (ii) validation of parameters extracted with EO techniques and algorithms; (iii) training neural networks; (iv) calibration; (v) discover insights based on big data analysis that can combine observations, time and geolocation, etc. into dashboard visualizations; (vi) services of operational monitoring.

The In Situ Data Hub will be pre-populated with measurements coming from institutional in-situ datasets hosted by major stakeholders responsible for monitoring climatic, environmental and agricultural indicators (e.g. air pollution, oceanic data, temperature, soil moisture, etc.), as well as open sensor measurements available on the internet either in structured formats (e.g. XML or JSON services, databases, csv or excel files) or as unstructured content such as sensor measurements in web page tables. The initial population will be based on automatic tools (crawlers) or datasets that could be contributed by other users. The discoverability of the In Situ Data Hub datasets will be supported by the eoMALL galleries. The data will be provided through a RESTFUL API in a json or zip format, depending on the size of the requested datasets.

1.3.3   eoMALL Galleries and eoPAGES

eoMALL is a gateway to online Earth observation services, which can be navigated using **a taxonomy of products and services**. The user is able to rapidly navigate to relevant products and services in this taxonomy by entering key words from challenges (pre-defined language) or user-defined terms (natural language). Once at the product level, the user is able to either find out more about the product or filter down based on suppliers or types of product (bespoke, off the shelf, online) and software. At this point, the user is able to carry out an assessment to determine whether the product is feasible in the case of a

bespoke service via communication with one or more. Alternatively, the user can investigate/visualize information about off the shelf and online products. At any stage in the process, the **user is able to communicate with one or more suppliers in a confidential manner**. Various tools support effective build-up of a system that is customizable to a specific user's interests.

From a supplier point of view, offerings are brought to the attention of users in a way that is **relevant to the user interests** and relatively impartial to the commercial clout and longevity of the supplier. Great efforts have been made to ensure that the **platform is flexible regarding supplier interactions**, from simple basic registration to the use of forms and filters to make specific offerings (bespoke services, off the shelf products, etc.) discoverable.

eoPAGES on the other hand is a brokerage platform to help potential customers find suppliers whilst service providers are able to promote their products. Suppliers' services and resources are there organized, catalogued and presented in a unified tool. eoPAGES is being designed for to make it easier for users to find the services and suppliers responding to their needs. It will be an active business-to-business website promoting the European geo-information service industry creating a meeting point between industry and market.

SMEs in the PARSEC ecosystem will be able to promote their services through **eoMALL**, whilst their customers will be able to easily search and compare services offered. PARSEC beneficiaries will be able to register and promote their services on **eoPAGES**.

eoMALL and eoPAGES as an access to market tool are built on top of previous and ongoing efforts to establish a single access point for access to European EO services.

Case Study of a Hypothetical SME

SOLPOWER is a beneficiary of the PARSEC first Stage Open Call. The company's customers include energy traders and Transmission System Operators, which transport energy on a national/ regional level using fixed **infrastructure**. SOLPOWER currently produces power forecasts based on physical modelling and Numerical Weather Prediction (NWP) irradiation forecasts. However, uncertainty increases significantly as the prediction horizon increases.

SOLPOWER desires to adapt their models, methods, and systems to harness the predictive information available in the rapidly updated radiation forecasts based on rapidly updated satellite images, i.e. via solar spectral irradiance forecasts. The upgraded service will combine solar irradiance predictions with meteorological forecasts and power production observations from in-situ sources to provide solar power forecasts for Europe.

Their commercial product, SOLARAYS, is a solar power forecasting module that ingests NWP data and is based on combined physical/statistical models, AI and data-driven methods. The current capabilities of SOLARAYS provide power forecasts of the order of 2 days with a reduced accuracy due to the inherent limitations of meteorological forecasting.

Through PARSEC, SOLPOWER will extend SOLARAYS by using solar irradiances produced by the Big Data Toolbox to generate rapidly updated (every 15 minutes) power short-term forecasts (0-3 hours horizon) at higher spatial resolution (5 x 5 km). This information is extremely valuable to SOLPOWER's customers, the end users who have no knowledge of EO technologies. Energy Traders, such as SME EnergiX, are active in selling, buying and re-distributing solar energy.

The cross-sectoral value chain starts from the Big Copernicus Data fed into DIAS. The data is supplied in a raw format and ingested into DIAS from where it is available to PARSEC. The Big Data Toolbox enables creating "DIAS+" products, production-ready raster imagery, and then feeds these into rasdaman datacubes to produce the next added-value level, "DIAS++". Meteorological forecasts and power

production observations, having been retrieved into the In Situ Data Hub and automatically processed to an appropriate gridded format ("In Situ+"), are integrated into the datacubes.

2.   PARSEC Approach

2.1   Open Call 1 – "Call for Ideas" and Open Call 2 – "Call for Consortia"

PARSEC has foreseen a funnel approach implemented through two Open Calls. The first Open Call, the *"Call for Ideas"* aimed to identify the best teams across the value chain through an innovative peer-to-peer evaluation method. Through this process 100 beneficiaries (SMEs or individual entrepreneurs) were selected. These beneficiaries receive an array of supporting services (Matchmaking facility, Comprehensive on-line training program and a 3-day on-site bootcamp). The purpose of these services is two-fold: (i) to support start-ups and SMEs in defining and fine-tuning their ideas about new products/services, and (ii) to bring them in contact with the other PARSEC beneficiaries (namely other European players across the value chain) and thus enable them to form synergistic consortia needed for the Open Call 2. Beneficiaries will also receive direct financial support of 10.000€ (lump sum) to cover costs related to participation (i.e. travel costs to the bootcamp, prototyping, etc.).

The second Open Call, *"Call for Consortia",* aims to identify products and services with high market potential. Cross-border (from different eligible countries) and/or cross-sectoral (from different market sectors) consortia of 2-4 members each are invited to participate in the second call. The criteria for participation are that (i) one or more partners in each consortium is a beneficiary of Open Call 1, and (ii) consortia must propose EO-based services and products that address the needs, challenges and market trends in at least one of the focus emerging industries – energy, food and environment. The evaluation of the second call entails the presentation in front of a jury of EO industry experts, after which 15 of the best consortia will be chosen by the jury to enter the second stage. Successful consortia will receive second stage support services – i.e. Investment readiness program, Coaching and Export promotion services. Second stage beneficiaries will also receive 100.000€ per consortium (25.000-50.000€ per start-up/SME). **The maximum funding that a member of consortia can receive in the second stage is 50.000€** as the maximum amount to be granted to each third party in the context of the PARSEC Accelerator (i.e. for both calls) may not exceed EUR 60.000€.

2.2   How non-first stage beneficiaries can join PARSEC

SMEs, innovators, and entrepreneurs, meeting the PARSEC OC eligibility criteria (section 3.1), keen to participate in the PARSEC OC2 are invited to join the 100 beneficiaries of the PARSEC Accelerator first stage to form consortia. The list of the selected SMEs (who confirmed their participation in PARSEC by attending the bootcamp) is available on the [PARSEC website](#)[1]. To facilitate the contact and matchmaking between entrepreneurs from different sectors, PARSEC will make a matchmaking space available which will be open throughout the whole duration of the OC2.

To gain access to the matchmaking platform, interested parties shall register through the link available on the PARSEC website. After filling out the registration form, they will receive an email with an invitation to join the matchmaking platform. On the platform all companies can create their profiles, search for the suitable consortium partner and get in touch with them.

The first stage beneficiary will be the consortium leader and they can be partners in only one consortium. The PARSEC Guide for Applicants will apply for all consortia members with no exception.

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[1] List available on the website from the 30th of March. The list and the publication date remain a subject to change.

3.   Open Call 2 – "Call for Consortia"

3.1   Applicants Eligibility

The eligible applicants for PARSEC Open Call 2 – "Call for Consortia" have to be:
- Consortia consisting of single entrepreneurs OR companies OR a combination of both that comply with the Commission Recommendation for Small or Medium-sized Enterprises (SMEs) 2003/361/EC1[2] (see 3.1.1);
- Located in eligible countries (see 3.1.2);
- The leader of the Consortium must be a winner of PARSEC Open Call 1. Each beneficiary of Open Call 1 can be applicant (i.e. consortium leader) of one proposal for Open Call 2

Important notice 1: When entering the second stage of PARSEC, all selected consortium members have to be registered as legal entities in order to sign the Contract and for the consortium to receive the 100.000€ funding. During the contracting phase, the documents proving the legal status will be requested from each consortium member - legal existence documents such as a Company Register, Official Gazette or other official document per country showing the name of the organization, the legal address and registration number and a copy of a document proving VAT registration in case the VAT number does not show on the registration extract or its equivalent.

Additional eligibility criteria:
- Consortia must be formed by minimum two (2) and maximum four (4) partners, where at least one of the partners is a successful beneficiary from Open Call 1 who also has to be the leader of the Consortium.
- Consortia have to fulfil at least one of the following criteria:
  - ✓ From the same sector, but different countries (cross-border),
  - ✓ From different sectors but the same country (cross-sectoral), or
  - ✓ Both from different sectors and different countries (cross border and cross-sectoral).
- Consortia must propose EO-based services and/or products that address the needs, challenges and market trends in the target emerging industries – energy, food and environment. It is highly recommended that a consortium's product/service uses at least one of the three Business Catalyst platforms.

Examples of eligible consortia:
- Two SMEs working in the field of food, one established in Denmark and one in Greece – cross-border consortium;
- One SME in Germany using EO technology to predict environmental hazards such as droughts and floods and another SME in Germany working in precision agriculture - cross-sectoral consortium;
- One SME in Spain working on the development of renewable energy sources using EO, another SME in the Netherlands working on environmental consequences of wind energy on biodiversity – both cross-border and cross-sectoral consortium.

Important notice 2: The examples above are indicative aiming to give concrete examples to the interested applicants. Applicants from all eligible countries (see 4.1.2) operating in all eligible sectors are welcome to apply for funding.

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[2] http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2003:124:0036:0041:en:PDF

3.1.1 Definition of SMEs

An SME will be considered as such if compliant with the European Commission Recommendation 2003/361/EC5[3] and the SME user guide[4]. As a summary, the criteria that define a SME are:
- Independent, partner or linked enterprises, with financial and staff figures calculated in accordance to instructions given by Recommendation 2003/361/EC to fulfil SMEs criterion.
- Headcount in Annual Work Unit (AWU) less than 250.
- Annual turnover less or equal to €50 million OR annual balance sheet total less or equal to €43 million.

3.1.2 Eligible countries

Participants, either SMEs, start-ups established in the following countries and territories or natural persons that are residents of the following countries will be eligible to receive funding through Horizon 2020 grants:
a. **The Member States (MS) of the European Union (EU), including their outermost regions;**
b. **The Overseas Countries and Territories (OCT) linked to the Member States:** Anguilla, Aruba, Bermuda, British Antarctic Territory, British Indian Ocean Territory, British Virgin Islands, Cayman Islands, Falkland Islands, French Polynesia, French Southern and Antarctic Territories, Greenland, Montserrat, Netherlands Antilles (Bonaire, Curaçao, Saba, Sint Eustatius, Sint Maarten), New Caledonia and Dependencies, Pitcairn, Saint Barthélemy, Saint Helena, Saint Pierre and Miquelon, South Georgia and the South Sandwich Islands, Turks and Caicos Islands, Wallis and Futuna Islands.
c. **The H2020 associated countries (AC):** Iceland, Norway, Albania, Bosnia and Herzegovina, North Macedonia, Montenegro, Serbia, Turkey, Israel, Moldova, Switzerland, Faroe Islands, Ukraine, Tunisia, Georgia and Armenia.
d. **United Kingdom:** applicants from United Kingdom are eligible during the transition period. If selected as beneficiaries, they remain eligible to receive funds during the implementation of the project PARSEC, including after the transition period.

3.2 General information

3.2.1 Important dates

- **March 30th, 2020:** Launch of PARSEC Open Call 2 – "Call for Consortia".
- **June 20th, 2020** at **17:00 CET** (Central European Time): Deadline to apply for Open Call 2 (more details in 4.4 Open Call 2 Submission and Evaluation Process)

Any application submitted after **17:00 CET June 20th, 2020** will not be accepted into the Call.

3.2.2 Project funding

Through PARSEC, the European Union (EU) will award PARSEC participants a total grant of up to 1.500.000 €. The 15 successful consortia will receive 100.000 € as a direct financial support. The value of each grant cannot exceed 100.000 € per Consortium (Consortium of 2-4 partners, where the grant can be max. 50.000 € per beneficiary, min. 25.000 € per beneficiary).

3.2.3 Means of submission

All documents (see full list in chapter 3.4) should be sent to the following email address: admin@parsec-accelerator.eu

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[3] http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2003:124:0036:0041:en:PDF
[4] http://ec.europa.eu/regional_policy/sources/conferences/state-aid/sme/smedefinitionguide_en.pdf

3.2.4   Language

English is the official language for both PARSEC Open Calls. Submissions done in any other language will be rejected.

3.2.5   Application type

The application type for the Open Call 2 is a pitch deck in a predefined template that PARSEC will provide to the successful applicants of Open Call 1 after signing the contracts. More information regarding the application is shown in chapter 3.4.

3.2.6   Legal issues

In case any of the PARSEC Open Call 2 Consortia members use PARSEC Social media channels, PARSEC collaboration platform or other means provided to PARSEC beneficiaries by PARSEC project, to intentionally damage PARSEC project reputation or for other reasons not related to PARSEC project, the PARSEC project Consortium reserves the right to exclude that Open Call 2 consortium and to protect its legitimate interest through legal actions.

3.2.7   Number of proposals per applicant

Each applicant can be only in **one** consortium and therefore they can apply only once.

3.3   Financial Support and PARSEC Services for second Stage Beneficiaries

3.3.1   Financial support

The 15 consortia chosen by the Jury of Experts (external to the consortium) to move forward into Phase 2, will receive 100.000 € financial support from the PARSEC Accelerator as a lump-sum after signing the Contract with the PARSEC treasurer, BioSense Institute. Before being invited to sign, beneficiaries will have to submit legal and administrative documentation for all consortium members including but not necessarily limited to: EC SME Declaration template, proof of legal registration and VAT documents, a copy of IDs/passports of the legal representative, consortium declaration form, bank account information form. As an annex to the Contract, the successful consortia will be required to provide a detailed table with the allocation of resources, timetable, milestones and deliverables based upon a pre-defined template that will be an Annex to the Contract. The PARSEC consortium will closely assess this allocation of resources and the financial support to consortia will be based upon the **review of deliverables (as indicated in the Table below)**. The list of deliverables will be discussed and approved for each consortium during the contracting phase. The remainder of the grant amount will be disbursed in three stages during the course of one year as follows:

Reviews	Deliverables	Date (Month of the project)	Payment
Advance payment	Signed Contract (including Annex defining further deliverables divided in two groups – 1st and 2nd review)	M01	10%
1st Review	1st Group of Deliverables dedicated to design and implementation activities – functional prototype	M06	40%

Reviews	Deliverables	Date (Month of the project)	Payment
2nd Review	2nd Group of Deliverables dedicated to Business and exploitation plans and market activities – Go-to-Market strategy[5]	M11	50%

Important notice 3: In case costs are incurred that are not explicitly foreseen in the contracts, they may be rejected. The cost relating to the deliverables which are clearly specified in the sub-project and are accepted during the review process become eligible. Deliverables that are not accepted will be re-evaluated at the next review. If this is the last review, the cost of these deliverables will not be paid to the Open Call 2 beneficiaries.

3.3.2   Investment readiness program

The investment readiness program will be adopted for consortia that have been chosen to proceed to the second stage. The consortia teams and products will be matched up against a ***40 criteria benchmark*** that is used to evaluate their potential and their position in the market (a methodology developed by BWCON over the course of a decade).

This program is split into two phases, each covering two elements. Initially, consortia and the PARSEC team work on:
- The **business plan** that explores the business environment, opportunities and relative assessment,
- The **financial plan** that translates all the above to a concrete model for the following 5 years.

At a later phase, there is further preparation focusing on:
- The **investment offer** shall be fully prepared including the term sheet and even more the shareholders agreement, and
- The **presentation of the project** like the pitch to investors, the marketing, etc.

At the end of the Investment Readiness Program, consortia will be ready to go out and effectively interact with investors to raise the capital that they identified is needed in their financial plans.

3.3.3   Coaching services

The PARSEC project will support beneficiaries to gain access to business angels and Venture Capitalists (VCs) and will prepare them thoroughly for financial and legal issues related to negotiations with private investors. This involves four steps:
1. Beneficiaries will access ***dedicated online webinars*** on topics such as term sheet negotiation, pre-money evaluation, due diligence, royalties VS lump sum, and equity VS convertible notes VS debt.
2. Beneficiaries will be trained to present their innovation to business angels/investors through ***online pitches***, consisting of a five minutes presentation in an online conferencing system. The audience – potentially consisting of key partners, potential customers, business angels – will have the chance to ask questions and will afterwards provide feedback on the ideas they have heard. This will help beneficiaries to further improve their business model/evolving product.
3. Beneficiaries will have the chance to discuss their individual case with experienced coaches and/or VCs. To that goal, PARSEC will set up a ***coaching process*** where beneficiaries can book business coaches. BWCON will bring into PARSEC their platform which has already been used for facilitating the coaching of around 200 FIWARE start-ups. The PARSEC Accelerator will manage the coaching process but will

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[5] Go-to-market strategy - a deliverable summarizing the efforts of the team regarding business and exploitation plans and their market activities. More details regarding the document to be provided to selected consortia.

leave it up to coach and beneficiary on how they best want to organize their coaching session (e.g. via Skype if physically distant or an actual meet-up if they are from the same region).

4. Beneficiaries will have access to webinars and/or physical meetings to meet with stakeholders (e.g. EC or ESA representatives, DIAS, data or service providers, guidance to promote services and interact with communities of users)

After the above-mentioned coaching services, beneficiaries will be *"investor and market ready"*. Therefore, the PARSEC 15 winning consortia will interact with investors during an onsite event. This event will be a *2-day coaching & investment forum*, with the first day dedicated to coaching during which beneficiaries will rehearse their pitch and investor negotiation and the second day consortia will pitch their offer.

3.3.4 Export promotion training

PARSEC will provide support to SMEs to succeed in the export market where it is difficult for them to work alone. Like any export market, time, effort and money must be spent to break into a new market. This is very risky for SMEs with small budgets for new business development, and lower capacity to bear such risks. On top of this, as EO companies are mainly active in B2B markets, which require specific knowledge and skills and a local presence. PARSEC partners will provide tools and opportunities for success to support European EO companies overcome these challenges and build thriving export markets.

EARSC, the coordinator of the PARSEC Accelerator, already has a dedicated internationalisation strategy, through which they perform relevant market research and lead trade missions to help companies develop markets in various parts of the world. Recent missions include Chile, Philippines, Panama (and Central American countries), Australia, Thailand and Singapore. EARSC will begin this year a Strand 2 Cluster Go International project in which they will work with food and maritime clusters in Spain and France to lead trade missions to Australia and Chile. this presents additional benefits to PARSEC beneficiaries, who will benefit from the preparatory efforts and background material prepared to open these markets and may also be eligible for additional support under the ConnectEO project.

Similarly, PARSEC consortium member AVAESEN is already active in supporting SMEs in international tenders as a core service it offers its members in the normal course of its operations. The organization has developed from this base and acquired expertise in internationalization through its role within the EIW project, where it was highly active on this task. AVAES has experience in supporting export promotion of innovative products to countries spanning four continents (e.g. China, Brazil, Egypt, etc.).

Companies which are part of the PARSEC ecosystem will be able to benefit from this strategy which will be extended across the PARSEC partners and their industrial value-chains. The beneficiaries will have access to skills on how to get market information, on European and third country buying strategies, on useful export networks and other opportunities. A specific module in the form of online training course will be dedicated to the trade structures in the European Union:

- Economic diplomacy and how to benefit;
- Various marketing and trade promotion techniques;
- How to carry out research on global markets;
- How to design and implement an export marketing plan;
- What support mechanisms are available for specific markets.

For the beneficiaries, in addition to the online course, it will also be possible to schedule one-to-one Skype meetings with members of the PARSEC consortium (7 countries represented) that can provide them with specific information about their country and will help the beneficiaries to set up their export promotion plan.

3.3.5 Business Catalysts

To facilitate to the consortia the development of EO-based solutions, all beneficiaries will have access to PARSEC Business Catalysts – platforms providing access to EO data and to EO market. To learn more about the available tools see Section 1.3. or go to Business Catalysts section on PARSEC website.

3.4 Open Call 2 Submission and Evaluation Process

3.4.1 Open Call 2 publication

PARSEC Open Call 2 – *"Call for Consortia"* will be launched on March 30th, 2020 and will be supported by:
- Guide for Applicants, this document.
- Declaration of Honor on exclusion criteria and absence of conflict of interest.
- Consortium Declaration
- Pitch deck template

Please download the relevant files from PARSEC website and read them carefully before you submit your application.

3.4.2 Application registration

An application for Open Call 2 will consist of:

1. Submission of the Consortium declaration (template previously provided to beneficiaries of Open Call 1 by the PARSEC team)
2. Submission of the pitch deck developed during stage one (i.e. the final report that releases the second installment of Open Call 1 funding) which will be presented on the Demo Days
3. Submission of Declaration of Honor on exclusion criteria and absence of conflict of interest
4. Pitch of the idea at the PARSEC Demo Days

All the consortia must submit their application before **17:00 CET** (Central European Time) on **June 20th, 2020** using the templates provided by PARSEC. The templates will be available on PARSEC website.

Any application submitted after **June 20th, 2020** at **17:00 CET** will automatically be excluded from the Call.

All applications should be sent to the following email address: admin@parsec-accelerator.eu.

3.4.3 Application process

The eligibility of all the received applications will be verified (Section 3.1) and the eligible consortia will be invited to the PARSEC Demo Days, which will take place on the 2nd and 3rd of July 2020 in Brussels, Belgium[6]. During the demo days applicants will have the opportunity to physically demonstrate (pitch the idea) how the product will work to ensure a minimum TRL 5 (technology readiness level) at this stage.

Moreover, to participate at the PARSEC Demo Days, the consortia need to:

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[6] Due to the outbreak of the Coronavirus disease (COVID-19) and the safety measures, the date and form of the PARSEC Demo Days and the future PARSEC events are a subject to change.

- Fulfil the *eligibility criteria* presented in the previous chapter (PARSEC Accelerator will perform a detailed eligibility check on consortia, prior to their pitches),
- Have a *product or service prototype (TRL 5-7)* ready for market validation that fills concrete needs,
- Have a concrete go-to-market strategy, by defining key internal/external resources and how they will use them to deliver their unique value preposition to customers and achieve a competitive advantage.
- The use of at least one PARSEC Business Catalyst will be considered as an advantage.

At the PARSEC Demo Days, each consortium will have to present:

- **A Pitch:** This part should be a straight-forward, well-rehearsed narrative, including problem statement, introduction of the solution and definition of target audience(s), estimated market size, overview of competitive landscape, business model, team description and financial projections.
- **A Product/Service Overview**: A demonstration of how the product or service works, and an understanding of its product/market fit; possibly providing a prototype of the product/service. The consortia should show a clear understanding of economic value for customers shown.
- **Business Model**: Each consortium must provide a detailed business model for their product/service, including a description of how the 100.000€ will be spent in case they are selected for the second Stage (including specific milestones).

The PARSEC team provided the template for the pitch deck to the successful Open Call 1 applicants after signing the contracts.

3.4.4   Evaluation criteria and process

In order to participate in Open Call 2, after the pitch deck submission, applicants will have to attend the PARSEC Demo Days where they will present their pitch decks including product/service overview, business model and the road map.

Applicants will pitch their idea in front of an experienced and independent jury, composed of a number of experts with a strong overview of the market (e.g. senior managers of successful EO companies, opinion leaders, investors, etc.). Given the panel's composition, this approach is *robust for assessing* the market potential of prototypes and the readiness of consortia to launch their products/services to the market. Thus, this evaluation criteria will **recognize significantly improved products/services with high potential to contribute to EU's economy** (strengthen value chains, boost industrial competitiveness, etc.) and select them for further support in the second stage of PARSEC. **Furthermore, VCs, business angels and private investors will be present at PARSEC Demo Days, granting consortia an opportunity to raise extra capital and ensuring project impact beyond its lifetime. The pitches will be evaluated on each of the following criteria (**scored from 1 to 5):

- Ability to Execute
- Companies' Recent Performance
- Roadmap
- Business Growth Potential
- Product/Market Fit
- Customer Segment Definition
- Marketing Plan
- Business Model
- Presentation skills

On the second day of the demo days, on the 3rd of July, 15 consortia having the highest score will be selected for the second stage of PARSEC Accelerator. The results will be announced on the same day, after the evaluation finishes. Additionally, 15 winning consortia will be informed via email about being selected within 10 working days of the close of the PARSEC Demo Days.

The number of experts on the panel is subject to change depending on the availability and other circumstances that might affect their participation.

3.4.5   Award of projects in Open Call 2

The best 15 consortia chosen by the Jury of Experts will receive 100.000€ (lump sum) financial support and second stage accelerator support services after signing the Contract with PARSEC treasurer, BioSense Institute.

The expert profile of the jury and their assessment of the consortia will be final.

3.4.6   Appeal procedure

Applicants have the right to appeal by sending an email to admin@parsec-accelerator.eu. The appeal committee will be composed of representatives of the three following entities: Biosense Institute, European Association of Remote Sensing Companies, and rasdaman. The applicants can submit their appeal by 17:00 CET on the 10th of July 2020. The appeal committee will review the appeal and consider if the PARSEC-defined process has been correctly implemented.
By 17:00 CET on the 17th of July 2020 the appeal committee will send an email to the applicant:
-   If the appeal is rejected, the appeal committee will provide a justification via email
-   If the appeal is accepted the appeal committee will provide its final decision and further instructions if appropriate.
 The decision of the appeal committee is final and is not subject to any further appeal.

4.   Responsibilities of Consortia Members

In the context of implementation of the project, beneficiaries of both Open Calls have obligations towards the Executive Agency for Small and Medium-sized Enterprises (EASME) and the European Commission. All beneficiaries of both Open Calls have to respect obligations defined in Articles 35, 36 ,38 and 46 of Annotated Model Grant Agreement. All obligations will be defined in detail in Beneficiary Agreement that must be signed by all Consortium members. The obligations that are applicable to the beneficiaries include:

4.1   Conflict of Interest

The 3rd parties (Open Call 2 consortia members) must take all measures to prevent any situation where the impartial and objective implementation of the sub-project is compromised for reasons involving economic interest, political or national affinity, family or emotional ties or any other shared interest ('conflict of interests').

4.2   Maintaining Confidentiality and Traceability

During implementation of the sub-project and for five years after the end of the sub-project, the parties must keep confidential any data, documents or other material (in any form) that is identified as confidential

at Contract signing time or marked as confidential in any future correspondence ('confidential information'). Beneficiaries are in charge of the management of personal data they collect during the project.

4.3   Promoting the Action and Giving Visibility to the EU Funding

The 3rd parties (Open Call 2 consortia members) must promote the sub-project, PARSEC project and its results, by providing targeted information to multiple audiences (including the media and the public) in a strategic and effective manner and to highlight the financial support of the EC.

4.4   Financial audits and controls

The European Commission (EC) will monitor that PARSEC beneficiaries and the 3rd parties that comply with the conditions for financial support to third parties such as set out in Annex 1 of the PARSEC Grant Agreement and may take any action foreseen by the grant agreement in case of non-compliance vis à vis the beneficiary concerned.

Moreover, the EC may at any time during the implementation of the PARSEC project and up to five years after the end of the PARSEC project, arrange for financial audits to be carried out by external auditors, or by the EC services themselves including the European Anti-Fraud office (OLAF). The audit procedure shall be deemed to be initiated on the date of receipt of the relevant letter sent by the EC. Such audits may cover financial, systemic and other aspects (such as accounting and management principles) relating to the proper execution of the grant agreement. They shall be carried out on a confidential basis.

5. Checklist

- **Does your planned work fit with the call for proposals?**
- **Does your proposal address requested topics - EO-based products/services in emerging industries: food, energy and environment?** Check that your proposed work does indeed address requested topics.
- **Is your proposal eligible?** The eligibility criteria are given in Section 3.1. In particular, make sure that you satisfy the minimum participation requirements.
- **Open Call 2 - Budgetary limits.** Check that you comply with any budgetary limits - for the Open Call 2 – max 100,000 € per consortium (Consortia of 2-4 partners, with max. 50,000 € per applicant, min. 25,000 € per applicant). Any proposal not meeting the eligibility requirements will be considered ineligible and will not be evaluated.
- **Open Call 2 - Is your application complete?** Have you completed the entire Pitch template and submitted all accompanied documents?
- **Open Call 2 - Does your pitch follow the required structure?** Pitch should be precise and concise and must follow exactly the pitch structure described in the pitch template document. Omitting requested information will almost certainly lead to lower scores and possible rejection.
- **Open Call 2 - Have you maximized your chances?** There will be strong competition. Therefore, edit your pitch tightly, strengthen or eliminate weak points.
- Have you **virus-checked your computer**? Any file containing a virus will be automatically blocked.

6. Points of contacts

Region	Name	Contact
Belgium	**Weronika Borejko**	weronika.borejko@earsc.org
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Greece	**Panagiota Syropoulou**	syropoulou.p@draxis.gr
Poland	**Ola Majorczyk**	omajorczyk@eversis.com
Spain	**Salomé Reíllo**	sreillo@avaesen.es
Contact person for training services	**Valentina Grillea,** **Carla Marquez Rincon**	grillea@bwcon.de Marquez@bwcon.de
Serbia and Balkan region	**Stasa Stojkov Rosic**	stasa.stojkov@biosense.rs
Rest of H2020 eligible countries	**PARSEC info team**	info@parsec-accelerator.eu
	PARSEC admin team	admin@parsec-accelerator.eu