

South African Earth Observation Challenge

Example submission response form

Project Title: *The title of your project/ proposal put forward*

Section 1: Your profile

MAIN CONTACT DETAILS	<i>Project lead/ project owner</i>
Name	
Email	
Contact number	
ORGANISATION	<i>if project is from a registered company</i>
Organisation name	
Type	
Organisations physical address	
TEAM TECHNICAL DOMAIN	<i>address of online presence of project/ company</i>
Web domain	
Twitter handle	
Facebook page	
Instagram	
Other	

Section 2: Pitch summary

A summary on what your proposal entails, industry focus areas, required type of data and potential value project adds to end user/ targeted industry.

Section 3: Team profile

TEAM MEMBER	ROLE	CONTACT
Name 1	Role in project / company	preferred contact method (email/ cell)
Name 2		
Name 3		

Include a paragraph for each team member stating:

- *Qualifications*
- *Skill-sets and proficiencies*
- *Experience in related fields regarding relevant/ adjacent industries*
- *Links to previous works done by team/ team members*

Section 4: Project Submission

4.1. Full proposal description

Describe your solution in as much detail as possible

- *Purpose of your proposal*
- *How it works*
- *Resources needed for project to work*
- *Possible time-lines*
- *Targeted industries*
- *End users*

4.2. Project Business Model Canvas

The business model canvas (BMC) is a strategic management and lean start-up template used to develop new or changing existing business models. It is a visual chart with elements describing a firm's or product's value proposition, infrastructure, customers, and finances. Use this model to visually represent your proposal.

The following link provides a detailed guideline on how to use the BMC:
<https://youtu.be/QoAOzMTLP5s>

Below is an example of a high-level business model canvas for Planet space assets and downstream services:

KEY PARTNERS <ul style="list-style-type: none"> - Resellers and distributors - Space agencies (EO programmes) - Launch service providers - Satellite manufacturers 	KEY ACTIVITIES <ul style="list-style-type: none"> - Deploying and maintaining satellite constellation - Processing, storing and distributing data - Maintaining key partnerships to develop value added services 	VALUE PROPOSITION <ul style="list-style-type: none"> - Provide a platform to browse and download recent and archival EO imagery instantly - Shorten re-visit times to multiple visits per day globally - Shorten time needed to access and process images 	CUSTOMER RELATIONSHIPS <ul style="list-style-type: none"> - Direct relationship through sales team for access to the platform - Indirect relationship through value added resellers and distributors that provide specific value-added services 	CUSTOMER SEGMENTS <ul style="list-style-type: none"> - Agriculture - Civil government - Defense & intelligence - Energy & infrastructure - Finance & Business - Forestry - Mapping - Social impact
	KEY RESOURCES <ul style="list-style-type: none"> - Satellite constellation - Client relationships especially government entities 		CHANNELS <ul style="list-style-type: none"> - Online platform - Network of resellers for value-added services 	
COST STRUCTURE <ul style="list-style-type: none"> - Launch and staff are main costs to run the business 		REVENUE STREAMS subscription fees depending on the amount of data required, the geographical region coverage and the time		

Figure 1. Planet business model

4.3. Anticipated results of project

How the project participants see the outputs, outcomes and impact of the project post implementation.

4.4. Innovativeness of proposal

How was innovation used to create or optimise this proposal? What makes this idea better than others, and how does the team plan to ensure it remains relevant post implementation.