NASA
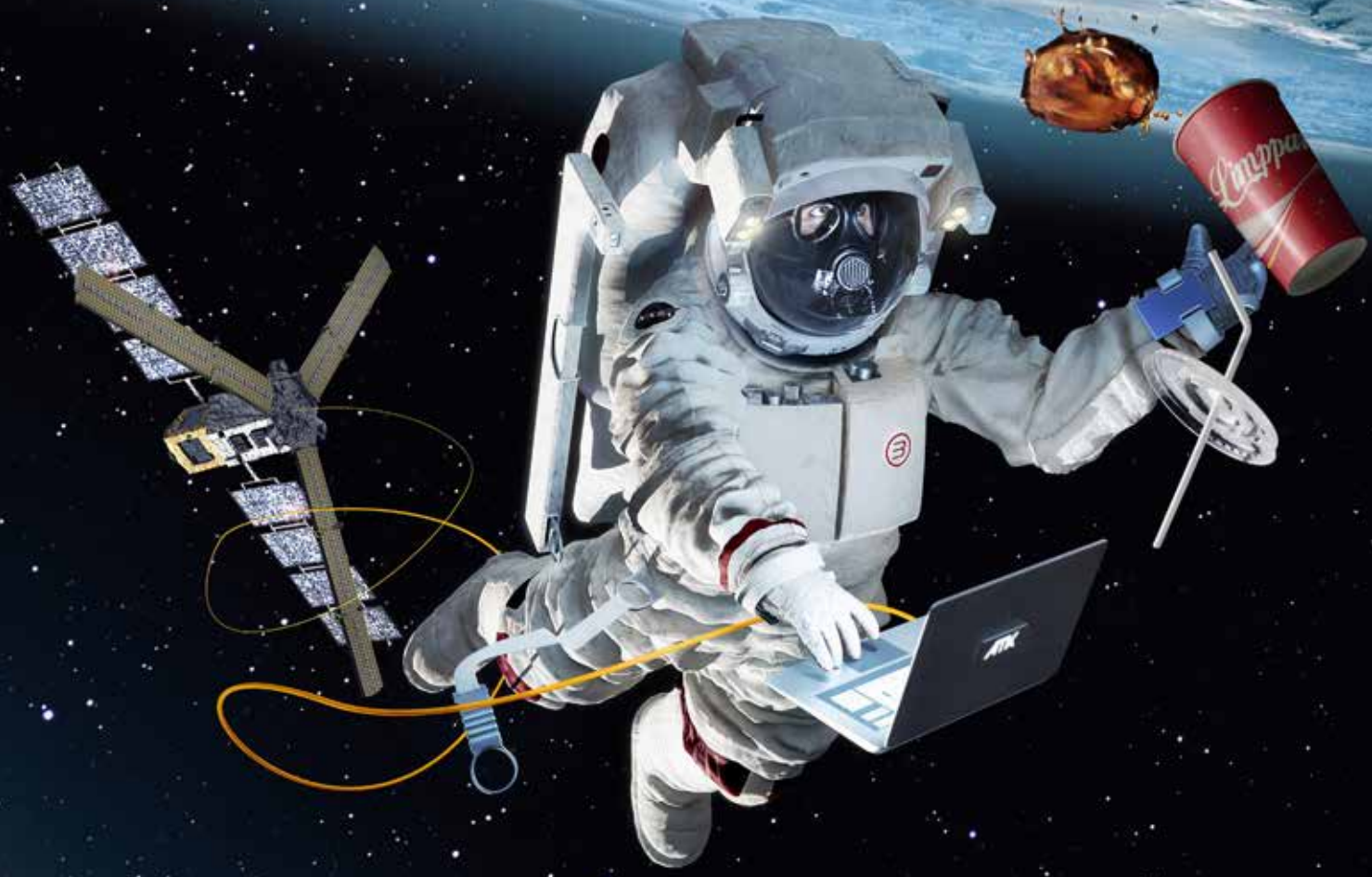
SpaceApps is a NASA incubator innovation program

AUSTRIA
VIENNA

MACEDONIA
SKOPJE

SLOVENIA
LJUBLJANA

CROATIA
ZAGREB

22-24 APRIL 2016
INTERNATIONAL
SPACE
APPS CHALLENGE
CENTRAL & EASTERN EUROPE
AND SISTER LOCATIONS 2016

SERBIA
BELGRADE

KOSOVO
PRISHTINA

ALBANIA
TIRANA

MACEDONIA
OHRID

SLOVENIA
KOPER

USA
LOS ANGELES

CHILE
RENACA

ENGLAND
MANCHESTER

CHINA
HONG KONG

INDIA
GURGAON

USA
SAN FRANCISCO

Powered by: NEW MAN'S EUROPEAN SPACE ACCELERATION

The International Space Apps Challenge is the world biggest mass collaboration focused on space exploration that takes place over 48-hours in more than 150 cities around the world. The event embraces collaborative problem solving with a goal of producing relevant open-source solutions to address global needs applicable to both life on Earth and life in space.

NASA is leading this global collaboration along with a number of government collaborators and local organizing teams.

This year the event will take place between 22 and 24 April 2016 while the challenges are from 6 areas: Aeronautics, Earth, Space Station, Journey to Mars, Solar System and Beyond, and Space Technology.

JOINING FORCES
The exploration of space is, by necessity, a unified international effort both of the national space agencies and private companies, and diversity of experience and perspective inevitably produces a better product. The idea of the Challenge is enabling highly engaged collaboration and discovering what we can create when that happens.

TRENDS IN THE SPACE INDUSTRY
Today space innovation is increasingly driven by private industry. The global space economy grew from $314 billion in 2013 to $330 billion in 2014, with every indication that the industry will continue to grow to at least $600 billion by 2024. Billionaires, venture capitalists and even NASA are contributing to the soaring growth. The budget of the European Space Agency for 2015 was €4.433 billion.

CHALLENGE AWARDS
Each location will secure awards for the best local teams but also we are making sure to provide some amazing awards on regional level such as dinner with an Astronaut and participation in the European Space Acceleration Program. Up to 6 teams at global level will have the opportunity to attend a NASA launch in the USA by the end of 2016.

For up to three best CEE teams a participation in the European Space Acceleration Program will be granted. The program is developed by the NewMan's Business Accelerator in cooperation with the NASA Space Apps Challenge team, the Ames Research Center of NASA, the Goldsmith Organization, international Space Funds and local sponsors.

ACCELERATION PROGRAM
- 3 months incubation period in Skopje, Macedonia, within the premises of the NewMan's Business Accelerator, designed to validate the idea and start the prototype.
- 6 months acceleration period in an European location or in California, USA. The exact location will be determined within the initial 3 months period on base of the specific product that the team is developing and the potential target markets, designed to produce the prototype and bring the product to the pre-commercialization stage.

FINANCIAL SUPPORT
- 15.000 € during the 3 months incubation period in terms of accommodation, co-working space, access to Prototyping laboratory, materials and mentorship sessions.
- 40.000 € during the 6 months acceleration period in terms of accommodation, co-working space, access to Prototyping laboratory, materials and mentorship and experts sessions.
- 15.000 € for Space Acceleration Boot Camp for transfer of knowledge, designed to visit different partners locations.
- Opportunity to present the working prototype at Stanford University, Space Portal of NASA Ames Research Center, Jet Propulsion Laboratory of NASA, European Space Agency and commercial companies such as Google, SpaceX, Virgin Galactic, Airbus and Boeing.
- Opportunity to obtain further funding from VC funds of up to 1.500.000€.
- The financial support will be provided by the NewMan's Acceleration Fund while the specific deals will be negotiated directly with the teams.

ELIGIBILITY
- All teams that are registered at one of the NASA Space Apps Challenge CEE locations and heaving at least 1 team member with CEE nationality.

There are different options to be part of the biggest hackathon in the world and treasure from it in many ways.

SPONSORS

The sponsors can be promoted at the one, some or all locations from the Central and Eastern Europe. By supporting this event the sponsors will have opportunity to:

- Become part of the unique global community and align its brand with this unprecedented international collaboration between government agencies, organizations and academic institutions from around the world.
- Provide event mentors and get insight into ideas and participants and approach them for possible recruitment opportunities.
- Be part of the jury and obtain in-depth knowledge in the best solutions and teams and explore opportunities to support them further through the CEE Space Acceleration Fund or by individual arrangement.

MEDIA

In collaboration with the NASA Space Apps Challenge CEE team and/or the local organizers media partners can choose the grade of involvement and co-create the storytelling of this one-of-a-kind event. For the key Media supporters a possibility for following the backstage of the event preparations up until the announcing of the winners and their future success path.

MENTORS

During the event mentors and experts from areas involved in the challenges can independently support one or more teams by development of solutions which will take part in the global competition or they can come as a team from sponsor company or private or state research/scientific institution.

SPONSORSHIP / MEDIA PACKAGES

SPONSORSHIP PACKAGES:	NewHorizons	Europa	Quantum	Curiosity	Pathfinder
TICKETS for central event & NASA tour	★★				
INTERVIEW at CEE web page	★	★			
THANK YOU POST at CEE Facebook	★	★			
SPEAKER at the opening ceremony	★	★	★		
JURY MEMBERS for awards	★★	★	★		
PRESENTATION during the event	★	★	★		
Logo at the Press BACKGROUND	★	★	★	★	
ROLL-BANNER at the central event	★				
ROLL-BANNER at the local event	★	★	★	★	★
PROMO STAND at the local event	★	★	★	★	
Name in all PR MATERIALS	★	★	★		
Logo at the event CERTIFICATES	★★	★★	★		
Logo at T-SHIRTS	★★	★★	★		
Logo at POSTERS	★★	★★	★	★	★
Name at GLOBAL web page	★	★	★		
Logo at CEE web page	★	★	★	★	★
Logo at LOCAL Facebook	★	★	★	★	★
Logo at CEE Facebook	★	★	★	★	★
Promo materials in BAGS	★	★	★	★	
CVs DATABASE of participants	★	★	★	★	
	10.000 €	7.000 €	5.000 €	2.500 €	1.000 €

Note: 20% from the fee for New Horizons and 15% from the fee for Europa will be dedicated for travel costs of the winning teams and further development of the winning projects as part of the European Acceleration Program.

MEDIA PACKAGES:	SPACE APPS CHALLENGE CEE Media Partner	SPACE APPS CHALLENGE LOCAL Media Partner

WHO CAN PARTICIPATE

Anyone can participate in the International Space Apps Challenge. It requires individuals with a broad range of skills. We are looking for engineers, technologists, scientists, designers, artists, educators, students, entrepreneurs – anyone who has a passion for changing the world and is willing to contribute.

CHALLENGES ANNOUNCEMENT

The challenges will be announced at www.spaceappschallenge.eu at March 23, 2016. In spite of the name, it is not just about APPS! There are challenges that involve robotics, data visualization, hardware, design, and many other elements!

OPPORTUNITIES FOR STARTUPS

The challenge will represent unique opportunity to bring your efforts and ideas in front of international audience and to win shortcut for the attention of NASA and ESA as well as of some of the biggest commercial space companies and international venture funds.

OPPORTUNITIES FOR STUDENTS AND FREELANCERS

This competition might define your future and direct your further growth and activities in the areas of innovation, high technologies and space endeavors. It might help you get a dream job or a training scholarship or even become a start-up employee or co-founder.

WHEN DOES REGISTRATION FOR PARTICIPANTS / MENTORS OPEN

It opens at February 12, 2016 and it will last as long as there are available places per locations so hurry up to select your location and join at the link announced at www.spaceappschallenge.eu. Every team member need to register individually. If there is no physical location near you, you may participate virtually.

HOW WILL TEAMS BE PUT TOGETHER

You can join a team on the day of the event based on your interests or a match of skills. You are also welcome to form your team in advance and come to the event together. The suggested team members are 3 to 6.

GLOBAL RESULTS

13963 PARTICIPANTS	133 LOCATIONS	949 PROJECTS

CEE RESULTS
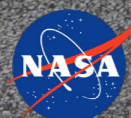
450 PARTICIPANTS	10 LOCATIONS	105 PROJECTS

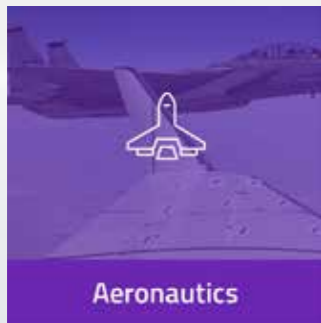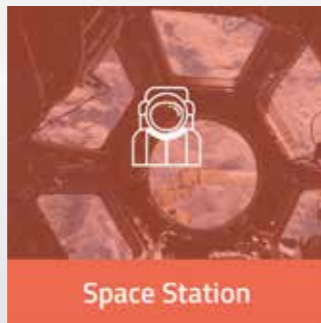### NASA SPACE LAUNCH AWARD

One of the teams from the CEE region, the NatEv Explorer from Kosovo, managed to win the People Choice award on global level and was invited on the NASA space launch in Kennedy Space Center, Florida in December 2015, along with the CEE Locations Chief Coordinator Irena Chaushevska and Anita Kirkovska CEE Marketing & Branding Coordinator.
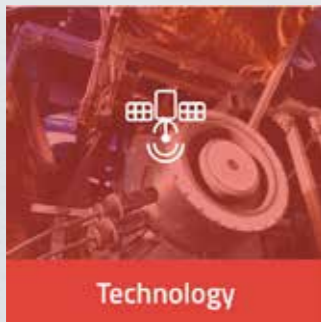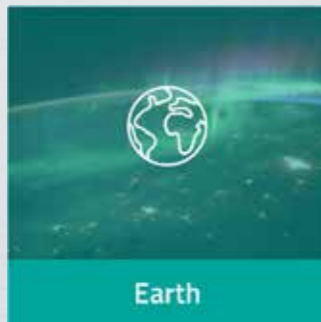
Aeronautics

Space Station

Solar System

Technology

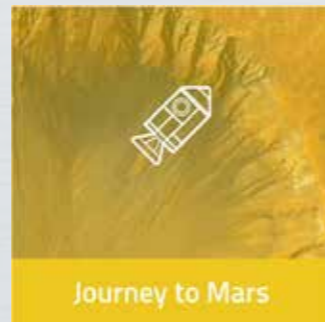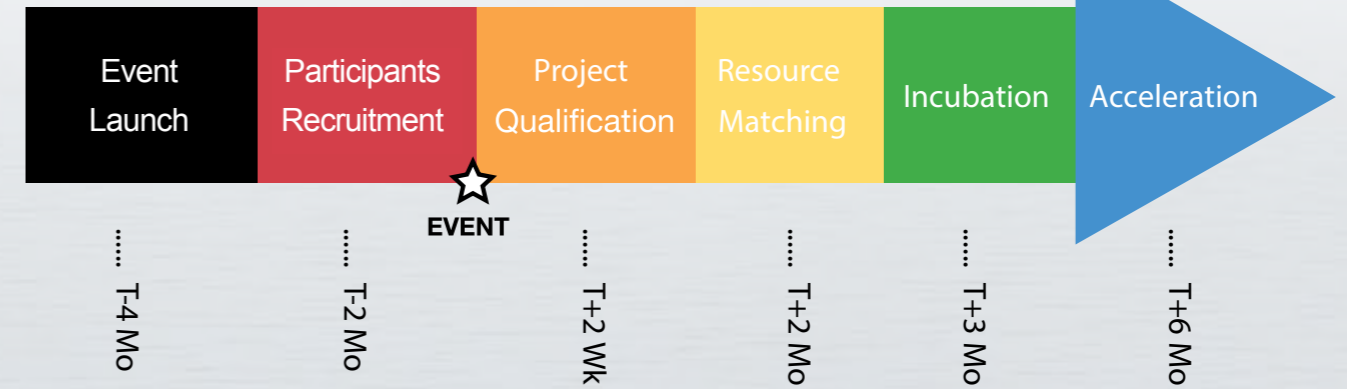Earth

Journey to Mars

Event Launch	Participants Recruitment	Project Qualification	Resource Matching	Incubation	Acceleration

EVENT

T-4 Mo ..... T-2 Mo ..... T+2 Wk ..... T+2 Mo ..... T+3 Mo ..... T+6 Mo

LOCAL JUDGING AND AWARDS
Judging will occur at each location under the direction of the local hosts. Each local event will nominate up to two projects to advance to regional and global judging based on the following judging criteria: Impact, Creativity, Product, Sustainability, Presentation. In addition, each local event will select one People's Choice nomination.

CEE JUDGING AND AWARDS
In the regional judging, a regional jury team will evaluate the projects based on their potential to be further developed in full scale commercial solutions. The awards include 'dining with astronauts' during the ASSOCIATION OF SPACE EXPLORERS PLANETARY CONGRESS IN VIENNA in cooperation with Austrian Space Forum.
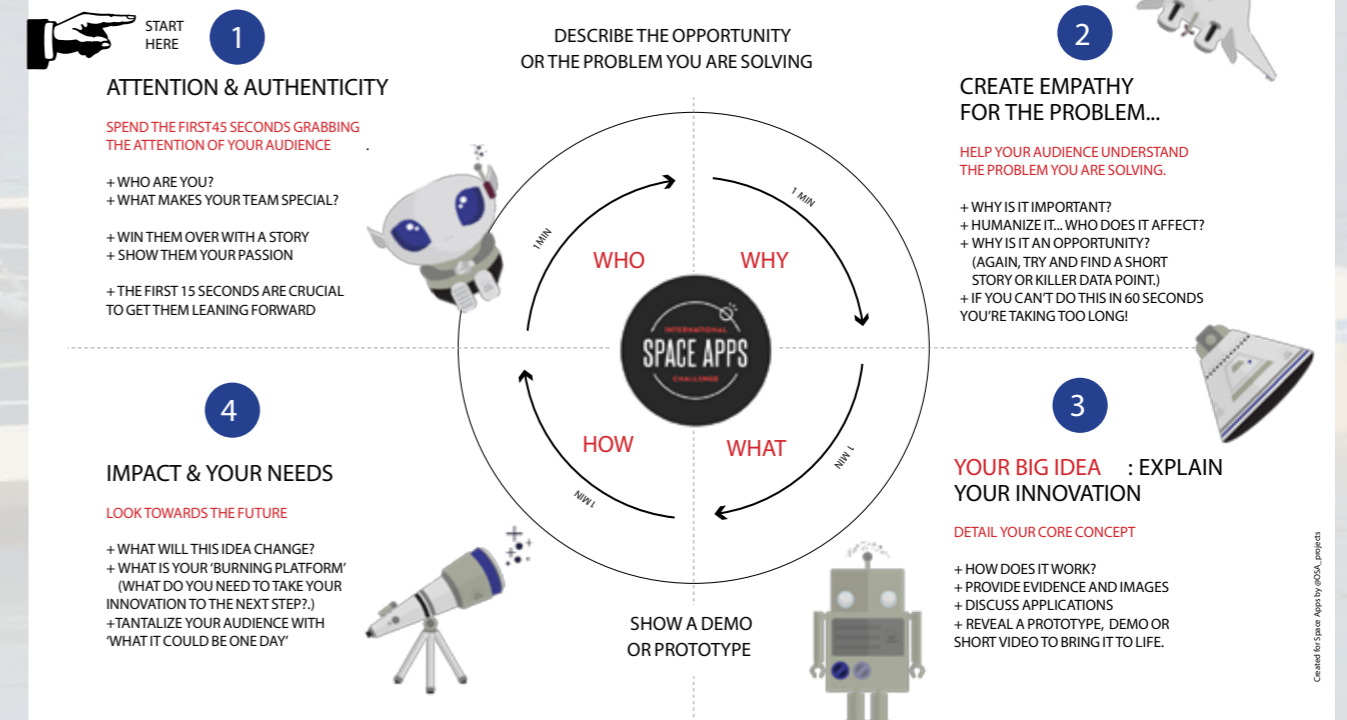
GLOBAL JUDGING AND AWARDS
In the global judging round, a panel of NASA judges will select 6 winning teams based on a short project description, a one-minute video, and project page links. Global winners will be eligible to attend a NASA space launch event. Each winner will be able to invite one guest. NASA will supply transportation to and from the launch site.

240 SECONDS OF GLORY
A MODEL FOR THE PERFECT PITCH AT SPACE APPS*

*A GREAT PITCH CAN BE THE DIFFERENCE BETWEEN GREATNESS AND OBSCURITY. THIS ROUGH GUIDE IS DESIGNED TO ENSURE YOUR GOOD WORK GETS THE ATTENTION IT DESERVES.

START HERE

1

ATTENTION & AUTHENTICITY

SPEND THE FIRST 45 SECONDS GRABBING THE ATTENTION OF YOUR AUDIENCE.

+ WHO ARE YOU?
+ WHAT MAKES YOUR TEAM SPECIAL?

+ WIN THEM OVER WITH A STORY
+ SHOW THEM YOUR PASSION

+ THE FIRST 15 SECONDS ARE CRUCIAL TO GET THEM LEANING FORWARD

DESCRIBE THE OPPORTUNITY OR THE PROBLEM YOU ARE SOLVING

2

CREATE EMPATHY FOR THE PROBLEM...

HELP YOUR AUDIENCE UNDERSTAND THE PROBLEM YOU ARE SOLVING.

+ WHY IS IT IMPORTANT?
+ HUMANIZE IT... WHO DOES IT AFFECT?
+ WHY IS IT AN OPPORTUNITY?
  (AGAIN, TRY AND FIND A SHORT STORY OR KILLER DATA POINT.)
+ IF YOU CAN'T DO THIS IN 60 SECONDS YOU'RE TAKING TOO LONG!

WHO   WHY

SPACE APPS

HOW   WHAT

4

IMPACT & YOUR NEEDS

LOOK TOWARDS THE FUTURE

+ WHAT WILL THIS IDEA CHANGE?
+ WHAT IS YOUR 'BURNING PLATFORM' (WHAT DO YOU NEED TO TAKE YOUR INNOVATION TO THE NEXT STEP?.)
+ TANTALIZE YOUR AUDIENCE WITH 'WHAT IT COULD BE ONE DAY'

SHOW A DEMO OR PROTOTYPE

3

YOUR BIG IDEA : EXPLAIN YOUR INNOVATION

DETAIL YOUR CORE CONCEPT

+ HOW DOES IT WORK?
+ PROVIDE EVIDENCE AND IMAGES
+ DISCUSS APPLICATIONS
+ REVEAL A PROTOTYPE, DEMO OR SHORT VIDEO TO BRING IT TO LIFE.

KEY PARTNERS:

- NASA
- European Space Agency
- NewMan's Business Accelerator
- Austrian Space Forum
- Goldsmith Organization