



**ZASPACE Inc.**



# SPACE-TECH INNOVATION CHALLENGE

COMPETITION BRIEF



**MAXAR**



**ANZA**  
CAPITAL



# WHAT IS THE QUESTION WE ARE **ASKING**

How might we enhance and improve the insurance industry through the innovative application of Earth Observation Data?



How might we do this through utilising Big Data analytics techniques, Artificial Intelligence, Machine Learning and cloud computing.



# WHY FOCUS ON **INSURANCE**

Taken from an article on the adoption of earth observation in the insurance industry, “last year’s flood in Thailand cost the insurance industry \$15–20 billion – the most expensive flood ever in terms of insured losses. Accurate and timely information about a flood’s extent can help insurers to assess the impact and prepare to meet the claims.”  
- *The European Space Agency*

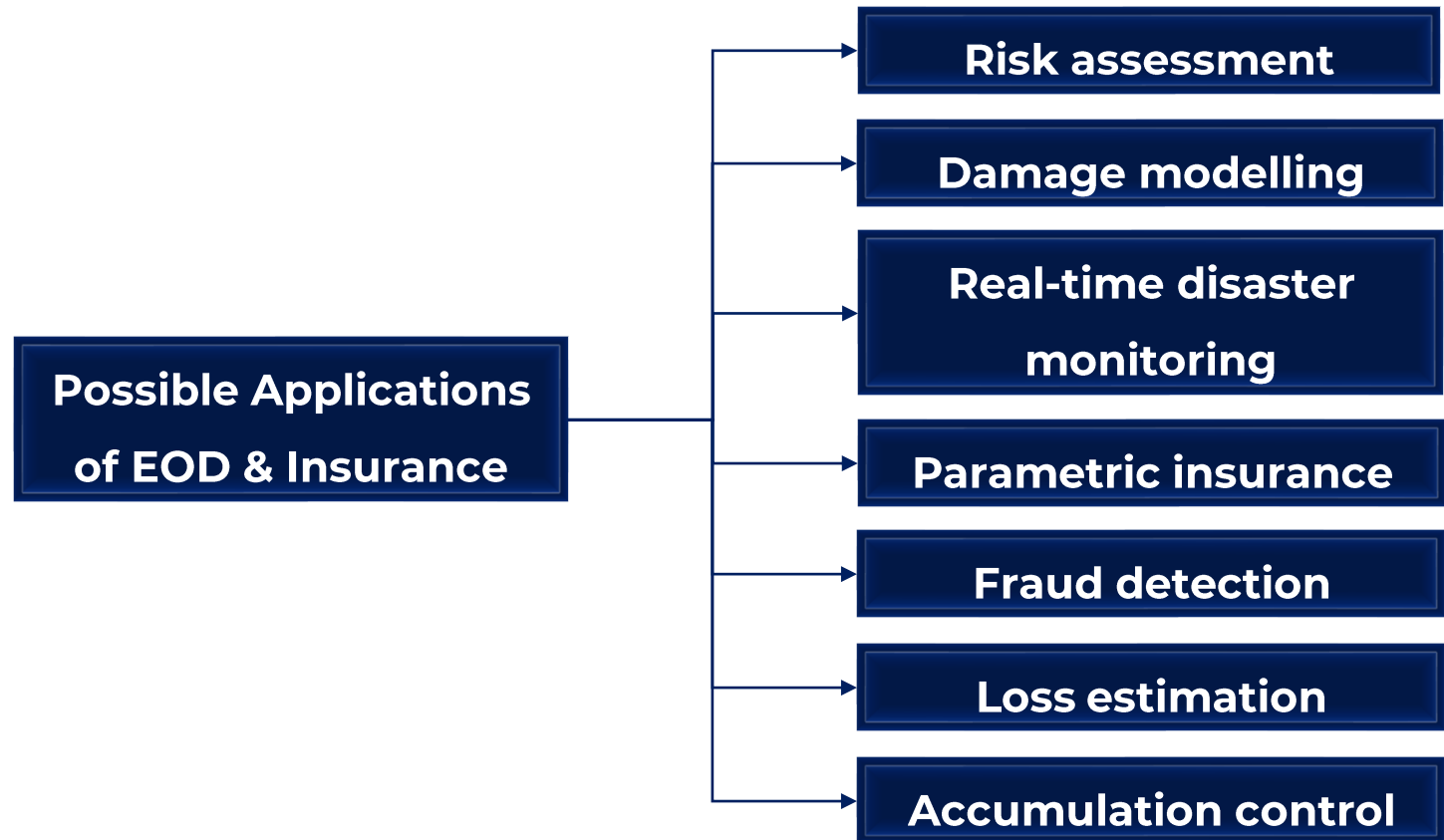
## **The Challenge:**

Africa has huge untapped potential in the insurance sector, however, it requires innovative solutions. Africa sees around a 1.3% of the global market with around 17% of the population. This highlights a low penetration rate within the continent. Technological innovations have led to the emergence of new solutions and product offerings that are more customer centric and providing more inclusive insurance industry. The emergence of new competitors in the insurance industry highlights the disruptive potential of digital technology. An example for disruptive models would be the increase in extreme weather events, creating the need for better risk assessment. Through damage modelling and real-time disaster monitoring, insurers are able provide better and immediate assessment for extreme-weather events.

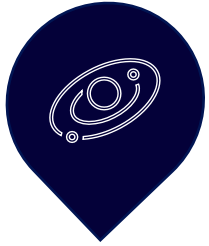
# SPACE-TECH & INSURANCE

The application of earth observation (EOD) data is providing valuable insights, **enabling better risk-related decision-making** in the insurance industry. The increase in extreme weather events is creating a need for better risk assessment. Through damage modelling and real-time disaster monitoring, insurers are using earth observation data to provide better and immediate assessment for extreme-weather events.

For this challenge, how can you utilise EOD to solve a problem or provide improvements in the insurance industry? To the right are just some of the possible applications.



# END GOALS FOR THIS **CHALLENGE**



## **Grow SADC's Space-Tech Environment**

Identify and empower the creation and use of downstream technologies.

Increase public awareness around the potential applications of space-tech.



## **Empower Entrepreneurs**

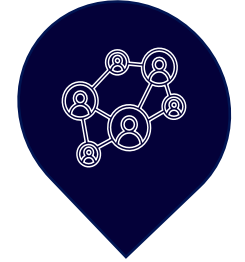
Inspire young Africans about new frontiers, discoveries and technologies.

Provide access to valuable training, market and investors.



## **Enable socio- economic development**

Develop at least 10 early-stage African businesses into sustainable companies that are linked to regional markets.



## **Enable Collaboration**

Between start-ups, organisations, industry experts, and supporting ecosystems to boost capacity, knowledge and skill to ensure the success of finalists.

# WHAT IS IN IT FOR **YOU**

## **All participants will receive:**

- The opportunity to pitch their businesses to a global audience at GEO Week, an intergovernmental earth observation conference
- Screening for investment by [Anza Capital](#)
- Industry links and market access through [ZASpace](#) and partners
- Media coverage and social media blasts through ZASpace and partners

## **Top 10 participants will receive:**

- 1-month intensive business development training through the [Research Institute for Innovation & Sustainability](#)
- The opportunity to showcase your company / application to investors and industry representatives during final pitching den

## **Winners will receive:**

- 4-month online incubation and virtual mentorship, and ongoing access to a peer-to-peer network through the [TechTribe](#)



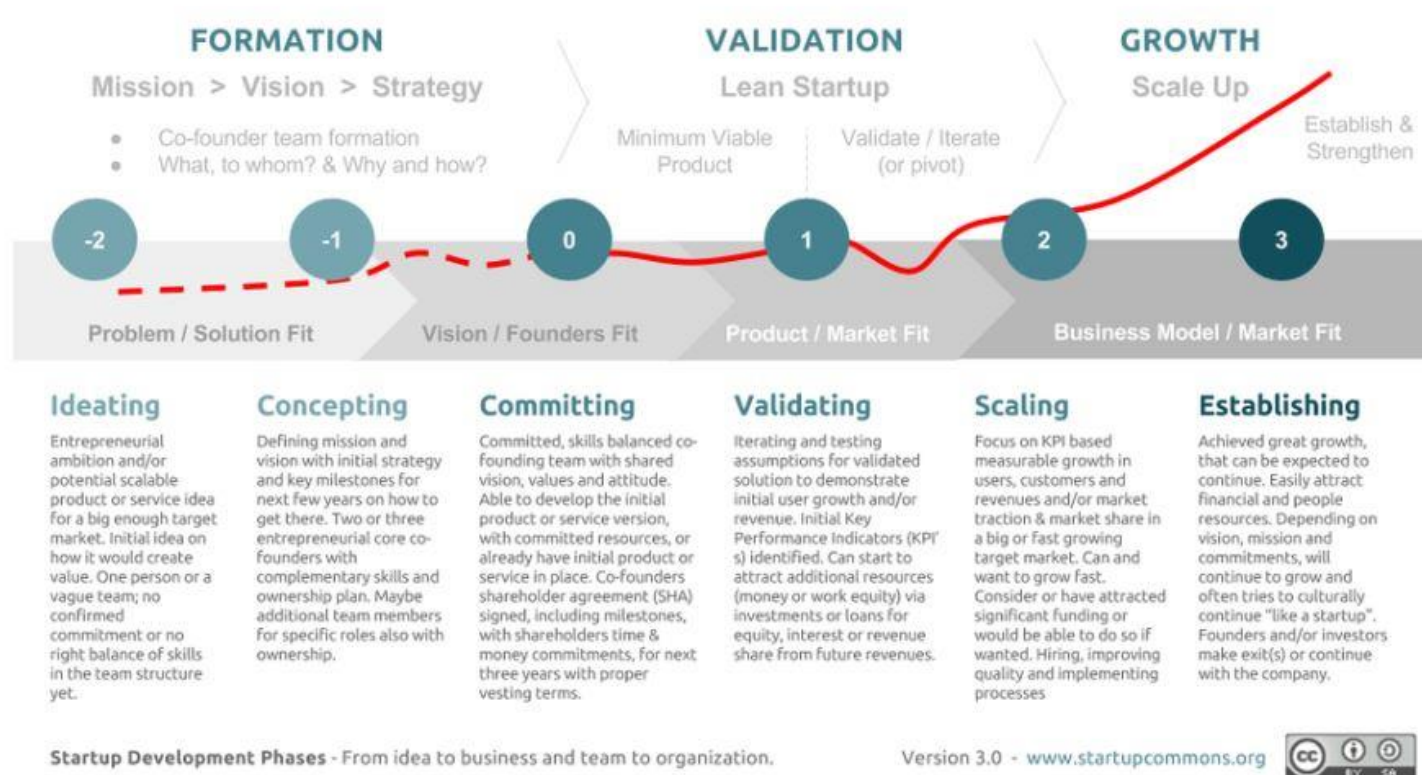
# TIMELINE



- All announcements will be made with enough time to accommodate for planning.
- Please note that for this challenge, no travel costs will be covered. Should you not be able to attend the training in person, you can access the material and exercises through our online platform.
- Should you have any questions or queries, please do not hesitate to contact us at [zasubmissions@oiregionalconnect.com](mailto:zasubmissions@oiregionalconnect.com)

# WHAT WE ARE LOOKING FOR

We are accepting applications at any stage of development.



- The training and incubation will be tailored to your required outcomes.
- Your solution will be judged according to the criteria and the start-up development stage you fall within.



# CRITERIA FOR JUDGING

Criteria	Description	Points
<b>Solution uses Earth Observation Data in an innovative manner</b>	Solution uses Earth Observation Data in order to reach the goal stipulated. It can be used at any stage of the process.	5 points
<b>Contribution to the insurance industry</b>	Does the proposal assist the insurance industry with a scalable solution / application. Does the solution / application provide a meaningful impact.	5 points
<b>Ease and sustainability of implementation, with all possible impacts considered</b>	An implementation strategy must be included, with sustainability and ease of the strategy noted. All potential positive and negative impacts of implementation must also be considered.	5 points
<b>Feasibility of solution</b>	The solution / application has a proof of concept and any additional R&D or technological requirements are known.	5 points
<b>Viability of solution</b>	The solution can be used in a business model and can be profitable.	5 points
<b>Team capability and intent</b>	The team is passionate and dedicated to the solution; and are able to solve problems effectively.	5 points

# SUBMISSION **INFORMATION**

Complete your submission at: <https://spacetech.africa/>

**BY MIDNIGHT 16 OCTOBER 2020**

A template of the Space-Tech Challenge submission form  
is available for download on the [Space-Tech Challenge website](#)

Please complete this form and submit it as a pdf in the online submission form

For any queries, please email

[zasubmissions@oiregionalconnect.com](mailto:zasubmissions@oiregionalconnect.com)

# SUBMISSION CHECKLIST

- Submissions must be complete with the Space-Tech Challenge submission form template found on the website and submitted in pdf format through the form on the website.
- Any additional documents / materials need to be included in this document.
- Once completed, upload the Space-Tech Challenge submission form as part of the online submission, along with the other required details.
- Final submission date is 16 OCTOBER – nothing will be accepted after this date.
- Check if your submission matches the judging criteria. You can score your submission yourself with the criteria given in the brief.
- If you have any questions or queries, do ask.
- Enjoy the submission! 😊

# ADDITIONAL **RESOURCES**

## BEGINNER BUSINESS TOOLS

- [The Business Model Canvas](#)
  - All the building blocks of your idea on one page – it will help you assess what key parts are missing to make your solution a success
  - [Business model canvas videos \(6 episodes\)](#)
- [THE DVF Framework](#)
  - A tool to help you find your ‘innovation sweet spot’ – it will lower your risks when opening your business

## ADDITIONAL INFORMATION

- [South Africa Launches ZASpace Inc To Boost Investment In The Local Space Industry](#)
- [New entity launched to stimulate and coordinate the South African space sector](#)
- [Earth Observation Support Tools for Socio-economic Needs During the National Lockdown](#)
- [South African space sector set to grow with new Space Infrastructure Hub](#)

# DISCLAIMER

The intention of this challenge is to identify promising social and technological innovations that could be implemented on the African continent.

No stake/equity in your business will be required by the implementation partner, so It is important that no confidential intellectual property or information be disclosed through this process. This may include pre-existing software, processes, systems or market research that is not publicly available. However, should that become an option in future, the necessary steps will be followed.

By submitting a response, you represent that your response does not, and will not be deemed to, contain any confidential information of any kind whatsoever. SANSA, ZASpace and its project partners will not be held liable for the loss of any intellectual property.

In the event that your solution is selected, if required, a non-disclosure agreement or other appropriate legal documents will be signed to protect your interests.