ZA SPACE Inc.

sansa SOUTH AFRICAN NATIONAL SPACE AGENCY

SPACE-TECH INNOVATION CHALLENGE

COMPETITION BRIEF

riis MAXAR REGIONAL CONNECT ANZA CAPITAL SA INNOVATION SUMMIT

WHAT IS THE QUESTION WE ARE **ASKING**

How might we enhance and improve the retail 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 **RETAIL**

"The [Earth Observation (EO)] market
for value-added services (VAS) should reach over 45.7 billion by 2027"
- Spacedaily

The Challenge:

The retail industry has never been more competitive. The need to understand and adjust to the environment they operate in requires companies in the retail industry to become data centric. Companies require actionable insights into their daily operations, that of their competitors and of the consumers they serve. The retail industry was one of the industries that realised the value of data in business today. Commonly referred to as "the new oil", data must be utilised to gain useful, actionable insights for multiple industries, retail being one of them. One such insight is retail traffic analysis, analysing the utilisation of car parks around shopping centers by processing satellite imagery to provide accurate insights to big retailers. Utilising data is one of the defining factors in spearheading African's innovation ecosystem. Companies need to start innovating, adopting new technologies and approaches, such as EO, to strengthen their offering and remain agile in a disruptive market.

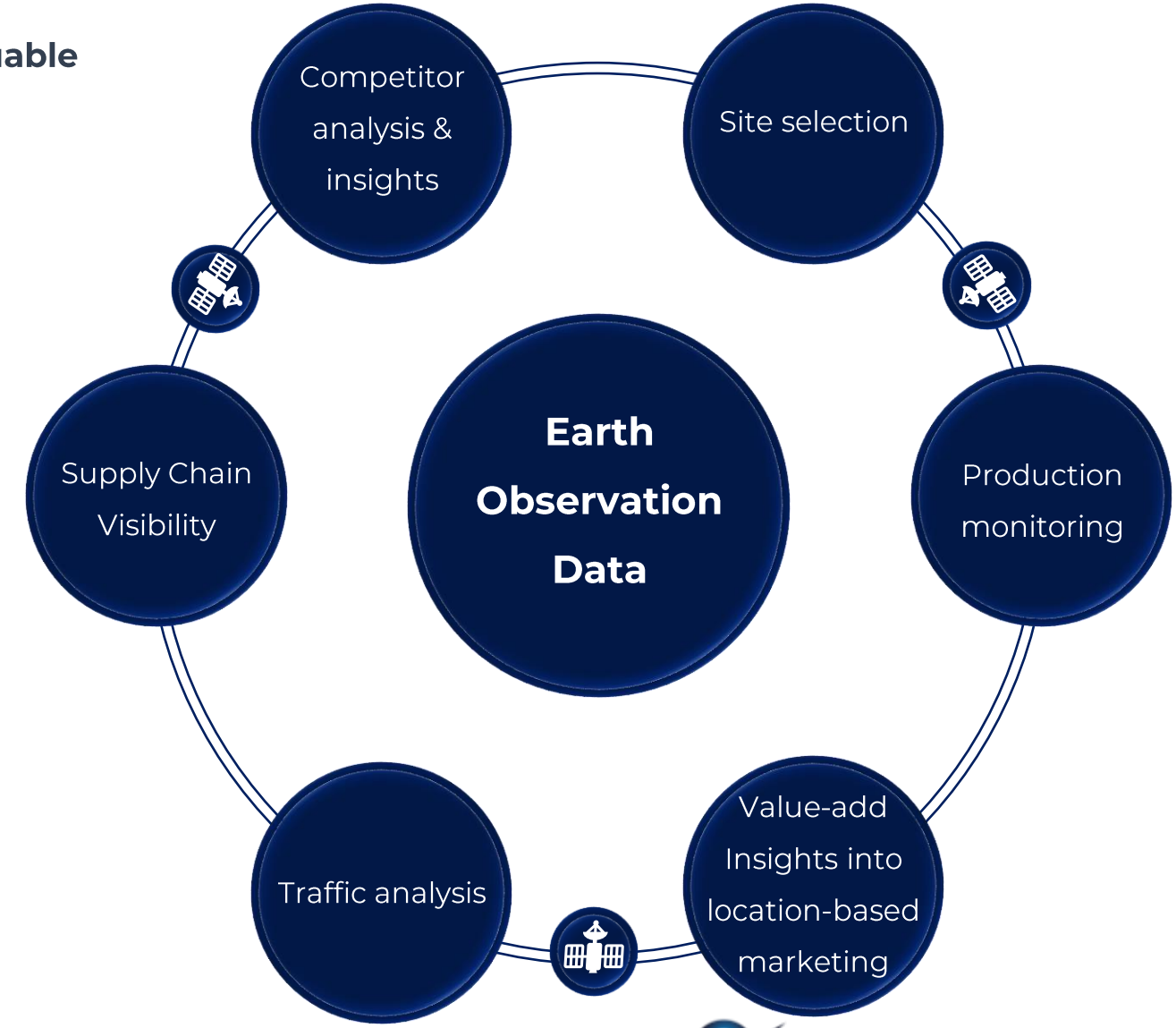
SPACE-TECH & **RETAIL**

The application of earth observation data can **provide valuable insights, enabling better operational decision-making**, driving development, growth and sustainability.

The retail industry and earth observation is still new but seeing great value-add through:

- **Retail analysis**
  Through traffic analysis, supply and demand modelling, site selection
- **Supply Chain visibility**
  Supply chain disruption analysis, risk reduction, production monitoring
- **Location-based marketing**
  Geolocation assistance, traffic analysis and urban mapping

The benefits are felt through improvements in operations, planning and risk reduction.



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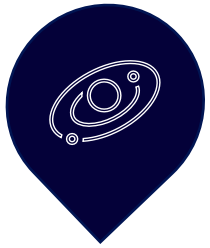
END GOALS FOR THIS **CHALLENGE**



Grow SADC's Space-Tech Environment

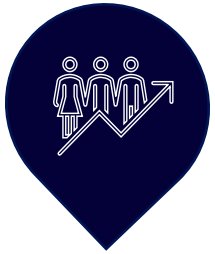
Identify and empower the creation and use of downstream technologies.

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

Empower Entrepreneurs

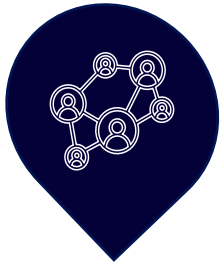
Inspire young Africans about new frontiers, discoveries and technologies.

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.

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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

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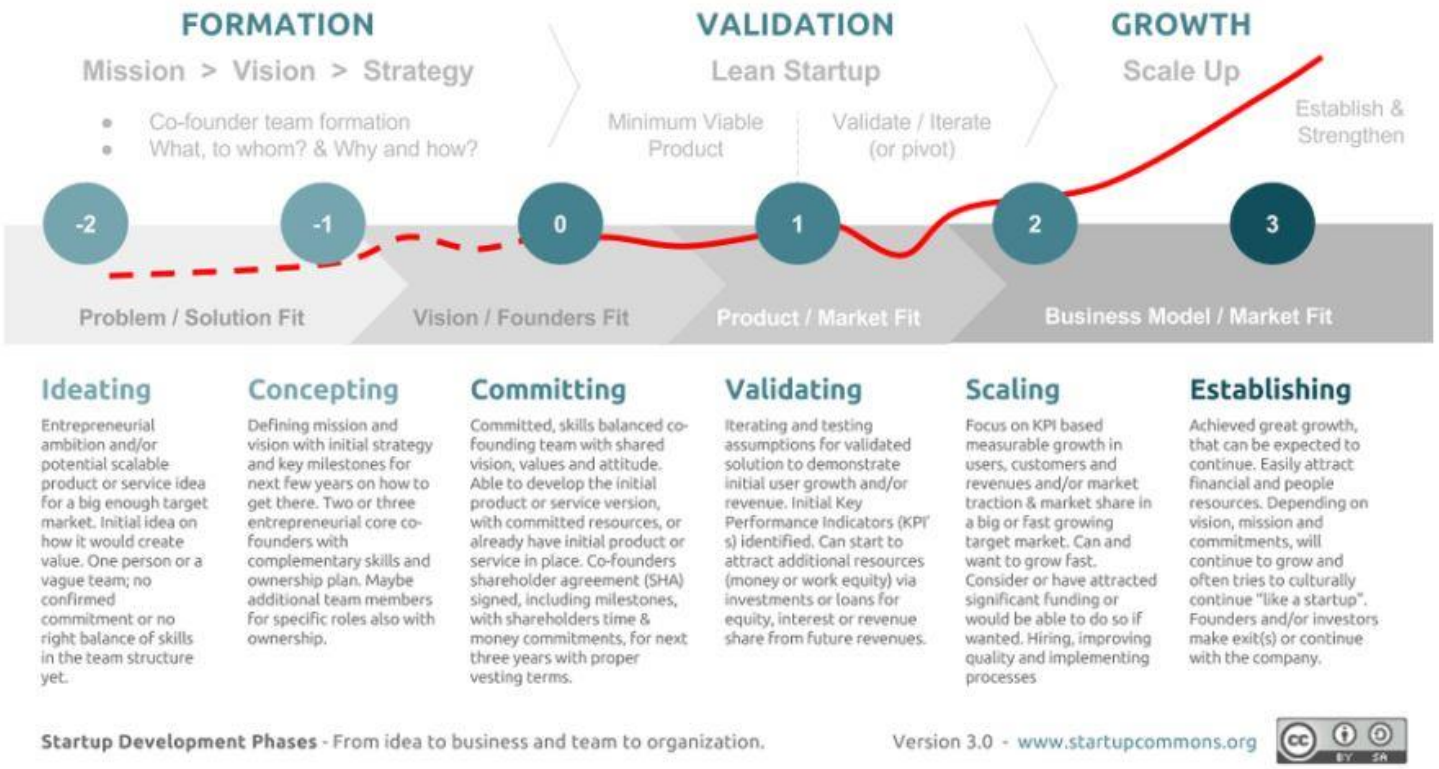
WHAT WE ARE LOOKING **FOR**

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
Solution uses Earth Observation Data in an innovative manner	Solution uses Earth Observation Data in order to reach the goal stipulated. It can be used at any stage of the process.	5 points
Contribution to the retail industry	Does the proposal assist the retail industry with a scalable solution / application. Does the solution / application provide a meaningful impact.	5 points
Ease and sustainability of implementation, with all possible impacts considered	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
Feasibility of solution	The solution / application has a proof of concept and any additional R&D or technological requirements are known.	5 points
Viability of solution	The solution can be used in a business model and can be profitable.	5 points
Team capability and intent	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

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

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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.