Activity Name

Final Report

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“EUROPEAN SPACE AGENCY CONTRACT REPORT”

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Table of contents:

1 Introduction 4

2 Background and activity objectives 4

3 Product developed and customers 4

4 Preparation, execution and outcomes of the Validation activities 5

5 Preliminary strategy for the commercial roll-out 5

6 conclusions 6

7 Appendix - PRODUCT BROCHURE 7

This document provides a Table of Content (TOC) to be used as example/reference by the Contractor for the provision of the Final Report (FREP).

The FREP is the pillar deliverable of the Final Review (FR) Milestone.

The FREP shall present in about 20-30 pages (pictures, Index and Appendix included) an overview of the activities carried out during the activity. Please note that instead of filling out this template, you can also submit a slide deck with matching content should you prefer. Should you use a slide deck, include the copyright statement from the front page of this template after your title slide. All guidelines referring to the FREP shall be followed also in the slide deck.

The FREP is “the business visiting card” of the activity presenting in a concise way:

* The business idea and the product developed by the activity
* The main activities carried out during the a activity, highlighting the results and the intended commercial roll-out strategy
* Achievements and lessons learnt
* Any other relevant/important topics
* A brochure of the product/service

The FREP is intended for general audience and publication. Therefore, it shall:

* Not contain any sensitive information
* Not contain complex technical details
* Contain some highly interesting or impactful pictures (e.g. customers while they utilise the system during the validation stage) and graphs, diagrams or tables as needed

In addition, the FREP shall not contain any proprietary/copyright statement other than the one already in the front page.

Concerning the use of this template, please note the following:

* This style is used to identify information to be provided by the Contractor
* *This style is used for explanatory notes and guidance*

ONCE THE FREP HAS BEEN COMPLETED, PLEASE REMOVE THIS ENTIRE TEXT BOX AND ANY BLUE STYLE TEXT.

**Acronyms**

| **Tag** | **Description** |
| --- | --- |
| FREP | Final REPort |
| xxx |  |
| xxx |  |
| xxx |  |
| … |  |

# Introduction

*Briefly introduce here the activity partners, their roles and the activity history.*

*Suggested length of the text (i.e. not including any pictures/diagrams): 1 page.*

Text

Pictures and/or diagrams (if/as appropriate)

# Background and activity objectives

*This section provides the background context and the main activity objectives. Priority shall be given to the market/business landscape relevant to the developed service by the activity. Technical aspects shall be elaborated only as much as required to fully understand the relevant business context.*

*Suggested length of the text: 2 pages.*

Text

Pictures and/or diagrams (if/as appropriate)

# Product developed and customers

*This section shall elaborate on the product developed and offered by the activity and on the involved/targeted customers.*

*A high-level product(s) architecture should be shown to show how the solution(s) has been implemented.*

*Again, only major technical aspects shall be elaborated and only as much as required to fully understand the product(s).*

*Regarding the customers, describe the targeted market segments and why these segments have been chosen/what is the interest of these sectors with regards to the product(s). If specific customers have been involved in the activity, describe their backgrounds and involvement.*

*Suggested length of the text: 3 pages.*

*In the case that the activity has developed more than one product(s), the most important one should be identified and for each of them the information above needs to be presented. In this case, this text section may be longer than 3 pages and the overall 30 page limit for the FREP is less stringent.*

Text

Pictures and/or diagrams

# Preparation, execution and outcomes of the Validation activities

*This section shall be included only if a validation was part of the activity. You should present the main activities carried out during the preparation and execution of the validation stage (with the users/customers) and the results of the validation activities.*

*To substantiate the results of the validation stage it is suggested to use:*

*- Graphs and tables*

*- Pictures*

*- KPI data and analysis*

*Suggested length of the text: 5 pages*

Text

Pictures and graphs/tables

# Preliminary strategy for the commercial roll-out

*Leveraging on the results of the Validation stage and on any other relevant aspects, a preliminary commercial roll-out strategy shall be presented in this section.*

*In case of any sales occurred before the completion of the activity, these have to be properly highlighted in this section as this is a major achievement.*

*Also any PR/Marketing activities have to be highlighted in this section.*

*Suggested length of the text: 2 pages*

Text

Pictures and/or diagrams (if/as appropriate)

# conclusions

*Here the contractor may conclude the FREP with any other import/relevant statements.*

*Typical statements include:*

* *How well the initial activity objectives have been met*
* *Major achievement (e.g. sales) and lessons learnt of the activity*
* *Commercial roll-out summary and status*
* *Next steps*
* *Web links to websites of the companies where the product / service can be purchased*

*Suggested length of the text: 2 pages*

Text

Pictures and/or diagrams (if/as appropriate)

# Appendix - PRODUCT BROCHURE

Include here the 2-page brochure. You can also provide the brochure as a separate PDF document. The brochure shall be a concise yet attractive communications tool using appropriate visuals & images. It shall give clear messages to your customers stating why your product/service is great in a language which is correctly judged for your targeted customers.

The example below refers to the general brochure of InCubed.



