



CASSINI
Business Accelerator

Space startup & scaleup business accelerator

Europe-wide acceleration programme to boost the
commercial growth of space startups & scaleups

#EUSpace

CASSINI Business Accelerator

In a nutshell....

The CASSINI Business Accelerator is a **six-month acceleration programme** offering top-level business and investment coaching, training, events, funding and more, bringing together 20 of the top space startups in Europe.

The accelerator is **tailored to the needs of space companies in their growth stage**, that already have a product on the market and have achieved sales or pre-commercial success, and that want to further boost their commercial growth by developing new market opportunities.

- Europe-wide accelerator dedicated to space
- 6-month programme focused on sales & investment
- 20 of the top space startups in Europe



Who are we looking for?

- European space startups & scaleups
- Highly-ambitious and versatile founding teams with relevant experience
- Businesses with proven commercial traction and product-market fit
- Companies looking to increase their sales



Upstream

Launchers, incl. components & subsystems
Satellites, incl. components & subsystems
Ground segment & mission operations
Satellite & constellation operations
On-orbit services

Downstream

E0 data and service providers
GNSS service providers
Secure connectivity providers
Space traffic management service providers
Software for end-users



Why this programme?

Focus on international growth

International **growth-oriented** programme, with a focus on **sales & investment**

Extensive **skill and capability development plan** tailored to your needs

Large network with access to **local markets and stakeholders**

Highly **experienced accelerator team** committed to your success

Mentoring & training

1-on-1 mentoring by highly-qualified mentors to accelerate your business development & fundraising

Continuous **e-learning** and monthly **intro webinars** and **deep dive** sessions with **leading experts** to develop the skills and capabilities necessary for growth

Access to funding

Introductions to **relevant investors** from various sectors during the **Matchmaking & Demo Day** events

€ 75.000 voucher upon successful completion of the programme



What can you expect?

Individual approach

You be working with one of our lead coaches throughout the 6-month journey. Together with your **lead coach** you will **set goals** and **reflect on the evolution** you have made. The lead coach knows what you need and helps you navigating the available e-learning modules, webinars and deep dive sessions, and engages other mentors.

Business development support

We will challenge you to **grow your business** and help you to regularly **track your progress** based on KPIs. With our high-qualified mentors and extensive training we will enable you to **increase sales**. Through business trips to selected target markets, prepared with support from our local network, we will help you to **expand internationally**.

Networking

You will have the **opportunity to meet** industry leaders and experts, investors, and fellow-founders of high-profile space companies. You will have access to various **online and offline networking events**, such as the Batch Meetup, Matchmaking and Demo Day events.

Some of our mentors



Victoria Hampson
Defy Expectations
Consulting Partner



Ted Elvehag
Rymdkapital
Managing Partner



Shirley Cohen
Two dots consulting
Partner Consultant



Simon Chambers
Axsysnav
Managing Director



Nicola Musgrove
Anchored In
Entrepreneurial
Programme Director



Alexandre Mencik
The Space Platform
CEO



A unique accelerator

Our **unique accelerator** has locations and offices, mentors, partners and investor networks all over the European Union.

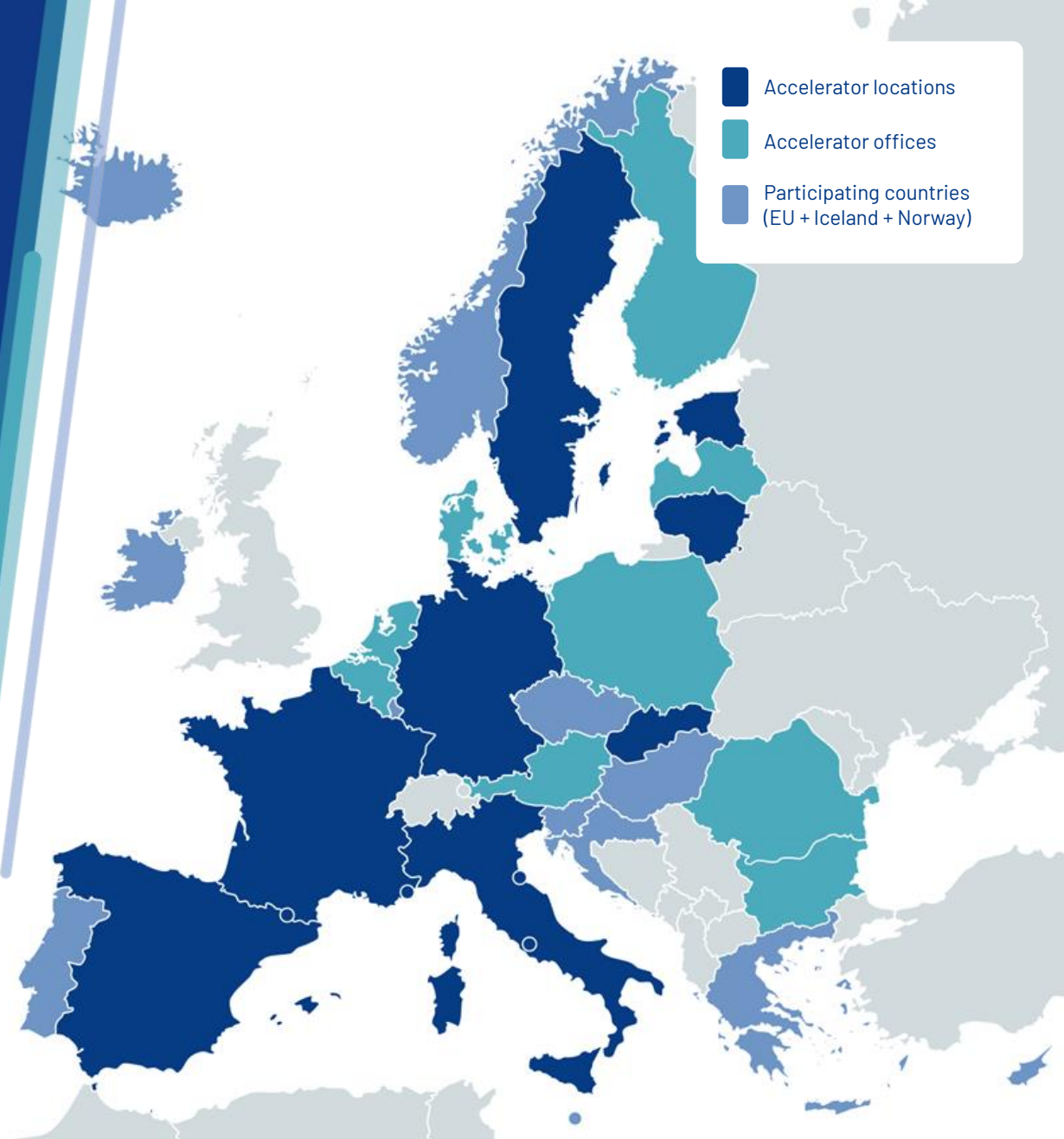
We do not require you to move your company to participate in our acceleration programme. Wherever you are based, and wherever you want to expand to, we can support you and your ambitions!

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More information
hello@accelerator.cassini.eu

Discover the programme

Setting up for success

Month 1

Value Proposition &
Business Model

Month 2

Sales & Business
Development (B2B)

Facilitating business growth

Month 3

Sales & Business
Development (B2C)

Month 4

Market Expansion &
Internationalisation

Embedding growth processes

Month 5

Investment Readiness

Month 6

Growth Management

1-on-1 mentoring

Continuous e-learning

Monthly intro webinars & deep dive sessions

Batch Meetup

Meet your lead coaches and get to know your peers in-person during this intensive multi-day bootcamp – partly fun, partly serious.

Join us for our **Batch Meetup** in **June 2024** at the **CASSINI Entrepreneurship Days** in **Prague!**

Events

Engage with the CASSINI Business Accelerator team at leading startup and industry events and make your pitch to potential customers and investors

International Business Trip

Meet potential customers and local stakeholders during a business trip to one of your target markets

Investor Matchmaking

Meet potential investors during this online event

Demo Day

Celebrate the completion of the programme and meet potential investors during this online event



Batch Meetup & Business Trip

Batch Meetup

Get ready to **meet your fellow participants and lead coaches in-person** as we dive into our programme. You'll also have the opportunity to meet other startup founders, company representatives and industry experts at the **CASSINI Entrepreneurship Days**.

This dynamic event is designed to provide a **fun and learning experience**, making it the perfect opportunity to **forge meaningful connections**, gain **invaluable insights**, and **set the stage** for an inspiring journey ahead.

International Business Trip

Embark on an impactful **International Business Trip** to **put the learnings into practice** and **tap into a new target market**, connecting with potential customers and local stakeholders.

You will get the support of our experienced **local mentors** to gain **valuable insights** on the target market, establish **key contacts**, and navigate **cultural nuances** and **business practices**.

With the accelerator's extensive **international network**, we will ensure you have the **resources** to make your business trip a success.



Success in the programme

Engagement and participation

Active engagement and participation is essential for startups to maximize the benefits of the programme.

In order to successfully complete the programme, you should:

- **Engage with our experienced lead coaches and mentors** on a weekly basis for useful insights, constructive feedback, and valuable connections to help you accelerate your business development.
- **Participate in our interactive webinars** featuring industry experts and thought leaders who share their expertise and best practices
- **Follow our curated e-learning curriculum** designed to enhance your sales and business development knowledge and skills .
- **Join the Batch Meetup** at the start of the programme to meet your fellow founders, lead coaches and the accelerator's team.
- **Join the Investor Matchmaking & Demo Day** events online to connect with investors and showcase your company.
- **Embrace on a relevant international business trip** that allows you to put the learnings into practice and tap into a new target market

Measuring your progress

We will conduct several business assessment surveys throughout the programme to measure your progress.

- **Initial Business Assessment:** At the start of the programme, you will complete a business assessment survey together with your lead coach. This allows us to get a detailed view on your company's growth capabilities.
- **Mentoring Goals:** After completing the initial business assessment survey, you will establish your goals for the programme together with your lead coach. This allows us to tailor the mentoring and other components of the programme to your need.
- **Follow-up Business Assessments:** During the programme, two more business assessment surveys are foreseen. These allow us to measure your progress and accomplishments.





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→ Apply now for the acceleration programme
running from May 2024 to October 2024

Who can participate?

Your company must meet these basic eligibility requirements to participate:

- Your company must be a legal entity that is registered and established in the European Union, Iceland, or Norway.
- Your company must meet the EU definition of Small and Medium-sized Enterprise (SME)
- Your company must be owned and controlled in the European Union, Iceland, or Norway.

How to apply?

First, fill in the **application form on the website** to start your application.

Next, we will check the eligibility requirements. Once that is done, you will receive a **follow-up form by email** to complete your application.

The **deadline** to complete and submit your application is **8 March 2024 at 23:59 CEST!**

Want more info?

Visit our website at
cassini.eu/accelerator

Contact us by email at
hello@accelerator.cassini.eu

**Interested?
Apply now!**



Scan the QR code
above to start your
application



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THE CASSINI BUSINESS ACCELERATOR IS AN ACTION OF:



The **Directorate-General for Defence Industry and Space (DG DEFIS)** leads the European Commission's activities in the Defence Industry and Space sector. It is notably in charge of implementing the EU Space programme, consisting of the European Earth Observation Programme (Copernicus), the European Global Navigation Satellite System (Galileo) and the European Geostationary Navigation Overlay Service (EGNOS). As part of the EU Space Programme, CASSINI is the European Commission's new initiative to support innovative entrepreneurs, start-ups and SMEs in the space industry during 2021-2027. CASSINI includes a €1 billion EU seed and growth fund, as well as hackathons and mentoring, prizes, a business accelerator, partnering and matchmaking.



The **European Union Agency for the Space Programme (EUSPA)** provides safe and secure European satellite navigation services, promotes the commercialization of Galileo, EGNOS, and Copernicus data and services, coordinates the EU's forthcoming governmental satellite communications programme GOVSATCOM and is responsible for the security accreditation of all the EU Space Programme components.

IMPLEMENTED BY:

VERHAERT | MASTERS IN INNOVATION

Verhaert Masters in Innovation is a pioneer in the field of integrated services covering strategic, digital, product and high-tech innovation, consulting. The company has a strong heritage in the space industry covering upstream optics, technology transfer and space entrepreneurship.

PLUGANDPLAY

Plug and Play is an early-stage venture capital fund and leading innovation platform, connecting startups, corporations, venture capital firms, universities, and government agencies. Headquartered in Silicon Valley, the company is present in 50+ locations across 5 continents.



CIVITTA

CIVITTA is the leading management consultancy from CEE region with extensive experience in developing and delivering acceleration programs, soft-landing and scaling missions, innovation commercialisation, trainings, matchmaking events and pitching competitions. Since 2011, CIVITTA worked with 1.100 start-ups and helped raise over €1.3bn.

Sting

Sting, named the world's best incubator and accelerator in 2021, helps entrepreneurs develop their ideas into successful, international growth companies. Sting has supported more than 370 startups since 2002, of which 70% are thriving today.



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