Training Opportunity for Portuguese Trainees

Reference	Title	Duty Station
PT-2016-TIA-API	**Sector-dependent analysis of ARTES application projects**	**ECSAT**

Overview of the unit's mission:

TIA-API is running a number of ARTES applications projects within the Telecommunications related and Integrated Applications Department. These projects cover areas such as agriculture, energy, safety and emergency response. The objective of the ARTES applications program is to foster (new) utilization of existing space capacity and capability in close partnership with users.

Overview of the field of activity proposed:

Some of the Key Performance Indicators (KPI) that have been identified in a precursor traineeship as predictive of an application project successful outcome in terms of business sustainability are: customer willingness to pay, product/Service quality, user acceptance, stakeholders' needs satisfaction during the pilot, revenues generation before the end of the pilot stage.

The lesson learned from the activities completed so far is that success is also related to the market sector and the competitiveness landscape, which have a strong impact on KPIs, such as customer willingness to pay.

In order to assess the opportunities presented by Industry in specific market contexts as well as to seize new opportunities in markets currently not covered by the on-going activities, it is proposed to undertake an analysis focussed on specific sectors, such as agriculture, emergency response and safety, transport.

The analysis, which will be based on the projects outcomes and specific lesson learned, will aim at identifying sector-dependent success factors, which can be predictive of the project success at the early stage of project onset, without waiting for project completion. The analysis will cover both business and technical aspects, including but not limited to market size and industry structure, regulations and possible barriers, industry dynamics, critical elements such as specific required company resources/capabilities and degree of innovation of the proposed solution.

The analysis shall also identify if there are opportunities that could be covered by existing projects (to be exported into new markets) or by new projects.

Required education:

Engineering Degree in Space or Telecommunications, with knowledge of fundamentals of economics.