



## **Guide for Applicants**

### **Market Readiness Accelerator**

### **Urban Air Mobility Plaza Accelerator**

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European Union



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## 1. STRATEGIC FOCUS

EIT Urban Mobility (EITUM) is an initiative supported by the European Institute of Innovation and Technology (EIT) acting to accelerate positive change on mobility to make urban spaces more liveable since January 2019. EITUM aims to become the largest European initiative transforming urban mobility and the reference in the market for supporting and funding gender-balanced start-ups within urban mobility.

### Market Readiness Accelerator programme

The **Market Readiness Accelerators** encompasses **five thematic EU-funded programmes** funded by EIT Urban Mobility and implemented through well recognised partners to take **early-stage mobility start-ups** to the next level.

*The Market Readiness Accelerators support entrepreneurs since the very beginning of their start-up journey to build up a consistent business basis and avoid the most common failure for newly created start-ups: the lack of product-market fit.*

The main objective of the programmes is to provide expertise in urban mobility fields to **validate the business approach** with a focus on **product-market fit**. Additionally, the Market Readiness Accelerators set up the basis for successful fundraising strategies and prepares business to get ready to scale.

### Offering

The **Market Readiness Accelerators** offering to each selected early-stage start-up includes:

- Finding and reassuring your product-market fit;
- Individualized business coaching and training, up to a predefined need hours;
- Mentoring by industry experts and experienced founders;
- Product and technology validation with potential access to a network of living labs;
- Preparing the scale-up phase of your business by driving growth and internationalisation;
- Investor pitch coaching and potential contacts with investors and VC funds;
- Promotion of your start-up at the [Impact Ventures portfolio webpage](#), and through EIT Urban Mobility communication channels;
- 6 months of paid GrowthLab Premium subscription. The GrowthLab is largest community of mobility entrepreneurs, including scouted opportunities for start-ups (funding, pilots, programmes and advisory services) and exclusive perks for premium members.
- 2.500€ lump-sum contribution (eligible cost categories is “travel, accommodation, and subsistence costs”);
- 2 tickets to Tomorrow.Mobility 2024, organised by Fira de Barcelona and co-organised by EIT Urban Mobility. One of the most influential start-up events in Europe with a specific focus on the future of mobility within cities;
- Impact assessment;
- Opportunity to get your start-up recommended for investment to EIT Urban Mobility – Impact Venutres division;

The five thematic Market Readiness Accelerators are:



This is the Guide for Applicants for Market Readiness Accelerator thematic **Urban Air Mobility**.

### Urban Air Mobility

The Market Readiness Accelerator – UAM Plaza Accelerator will **support 6 start-ups** during 2024.

The UAM Plaza Accelerator programme is looking for the 6 most promising Urban Air Mobility emerging companies in the European Union and Horizon Europe associated countries, with a focus on transport of medical goods, surveillance – security – safety, and ground-enabling infrastructures. These companies will benefit, for 6 months, from: connections with the European UAM ecosystem, cities and investors; coaching and mentoring sessions; and the possibility to showcase their solutions in order to accelerate their introduction into European cities.

The acceleration programme helps start-ups in the field of Urban Air Mobility identify and solidify their product-market fit, showcase their solutions and bring them to market through the following tailor-made offering, in addition to the aforementioned benefits that are common to all the Market Readiness Accelerators:

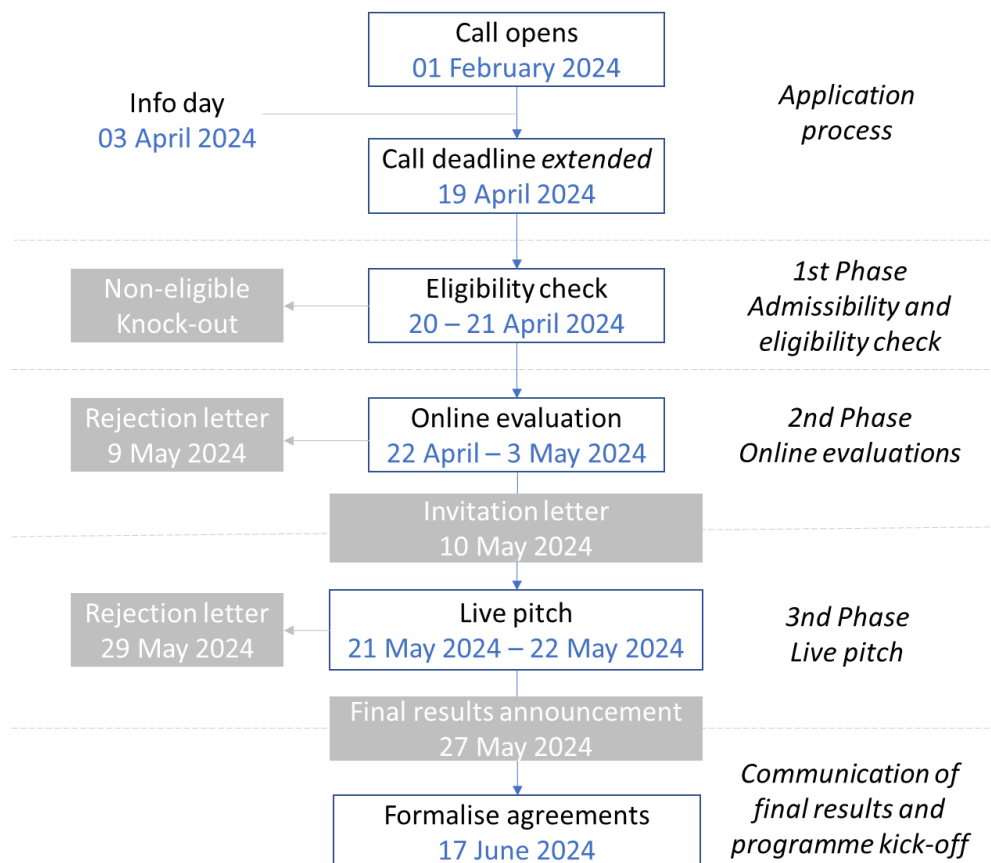
- Connection and access to the European UAM Ecosystem, key players, investors and multiple living labs, including municipal entities, for understanding needs and perceptions.
- Workshops on business development and strategies, on pitch sessions, on fundraising and investment strategies for startups, on regulations, on technology readiness level, on insurance and social acceptance of UAM.
- Participation in an insightful, tailor-made “UAM Plaza Accelerator kick-off” event, as well as having your start-up featured in events, congresses and fairs linked to UAM.

The **UAM Plaza Accelerator consortium partners** managing the accelerator are:

- **Aerospace Valley**: The leading European competitiveness cluster in the aerospace sector (France);
- **CARNET**: an open hub for industrial and academic partners from the areas of automotive and mobility research and innovation founded by Volkswagen Group Innovation, SEAT and Universitat Politècnica de Catalunya · BarcelonaTech (UPC) (Spain);
- **Toulouse Metropole**: A Metropole that is home of a pioneering aeronautics innovation ecosystem (France).

## 2. PROJECT DURATION & DEADLINES

Stage of the call	Date
Call opening	01 February 2024
Infoday for UAM Plaza Accelerator applicants	03 April 2024
Call closure (extended deadline)	19 April 2024
1 <sup>st</sup> phase: admissibility and eligibility check	20 - 21 April 2024
2 <sup>nd</sup> phase: evaluation of applications	22 April 2024 – 3 May 2024
Announcement of phase 3 shortlist	10 May 2024
3 <sup>rd</sup> phase: online pitch session	21 May 2024 – 22 May 2024
Communication of final results	27 May 2024
UAM Plaza Accelerator participation formalisation	17 June 2024
Start date of UAM Plaza Accelerator	1 July 2024



## 3. ADMISSIBILITY AND ELIGIBILITY CRITERIA

Applicants will have to comply with the following **eligibility criteria** (yes/no):

- The submitted application is in English language;
- A team with at least **2 Full Time Employees (FTEs)**. Not a single founder. FTEs are not necessarily connected to monetary compensation;

- **START-UP incorporated in EU or EU associated countries** according to the official list of countries by the European Union and [third countries associated to Horizon Europe](#). The registration certificate will be required to participate in the programme<sup>1</sup>;
- **START-UP incorporation date posterior to 31/12/2013.**
- **START-UP** must be **registered** at the **Growth Lab**.
- **Maximum 2 applications per start-up** to any 2 thematic Market Readiness Accelerators (see point 6).
- **START-UPS** can only be **supported in one of the following programme during 2024**: one thematic Market Readiness Accelerator programme or the Scale-Up Programme (this admissibility criteria does not take into account if start-ups is supported via other programmes different from the ones listed above).

## 4. AWARD CRITERIA

Applications should comply with the following **award criteria (scoring)**:

- **A clear, scalable business idea;**
- **Founders and employees** (e.g. Employee Stock Ownership Plan, ESOP) should still own more than **50% of shares**;
- **No more than 10% of your shares are held outside of the eligible countries** corresponding to the official list of countries by the European Union and [third countries associated to Horizon Europe](#) (no detailed cap table needed);
- Duly justified, preferred **TRL 4 – 7**, according to TRL definition in [Horizon Europe Work Programme 2023 – 2024](#) (Part 13);
- **FIT with UAM Piazza Accelerator scope** on:
  - Transport of medical goods
  - Surveillance – Security – Safety
  - Ground-enabling infrastructure

START-UPS taking part in any thematic Market Readiness Accelerator with particular success, may be granted additional EITUM funding. This process is regulated by the provisions included in the EIT Urban Mobility's Guidance on the fast-track mechanism.

## 5. HOW TO APPLY

Go to <https://eiturbanmobility.awardsplatform.com/> (PLATFORM)



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<sup>1</sup> The certificate must be available at the latest 5 calendar days after the selected start-up receives notification of acceptance.



START-UP representatives must **register and validate the account** if this is the first time accessing the platform. If START-UP representative has already created an account, proceed to **log in**.

Once logged in:

1. Start a new application;
2. Select Programme Type – EIT UM Programmes;
3. Select Call – Market Readiness Accelerators 2024
4. Select Urban Air Mobility Piazza Accelerator;
5. Follow the application formulaire.

During the application all compulsory fields must be filled. Details about the application form, sections and required information are included in **ANNEX 1 - Application form, sections and required information**.

## 6. APPLYING TO TWO THEMATIC MARKET READINESS ACCELERATORS

A START-UP can apply to two thematic Market Readiness Accelerators.

The following information will be requested at the application stage, under “Business - General information” section:

- Applicants will have to indicate if the start-up has applied or intends to apply to one or two thematic Market Readiness Accelerators.
- If applying to two Market Readiness Accelerator programmes, applicants will be requested to give a priority to each application (1<sup>st</sup> option or 2<sup>nd</sup> option).

If applicant fails to indicate that the START-UP has applied to two thematic Market Readiness Accelerators, priority of applications will be assigned by default: latest proposal submitted as 1<sup>st</sup> option, second latest proposal submitted as 2<sup>nd</sup> option.

If a START-UP submits more than 2 applications, only the last 2 submitted applications will be eligible.

Rest of applications will be automatically considered non-eligible.

Each application will be evaluated independently. If an applicant is conditionally selected for two programmes, priority given to applications will prevail.

**START-UPS** can only be supported in one of the following programmes during 2024: one thematic Market Readiness Accelerator programme or the Scale-Up Programme.

## 7. EVALUATION PHASES AND CRITERIA

The evaluation of proposals and strategic fit will be conducted in **three phases**:

### 1<sup>st</sup> phase – Admissibility and eligibility check

START-UP applications will be first checked following a yes/no criteria (knock-out criteria). Applications meeting all the **formal eligibility requirements** will be selected for phase 2 - online evaluation.

### 2<sup>nd</sup> phase – Online evaluation

START-UP applications will be reviewed by a **panel composed by at least 2 evaluators** with same weighting of scores:

- A minimum of 1 internal expert evaluator
- A minimum of 1 external expert evaluator

Each evaluator will have to score each STARTUP application based on **four standardised criteria** for a maximum of 20 points: **Excellence / Innovation** (5 points), **Team / structure** (5 points) **Impact** (5 points), **Implementation and overall merit** (5 points). The average of all evaluators scores will give the online evaluation score for a given applicant.

	1. Excellence / Innovation	2. Team / Structure	3. Impact	4. Implementation and overall merit	TOTAL
<b>Evaluation criteria</b>	Innovativeness of the solution. Potential of the product or service to improve urban mobility. Achievements and pilot experience.	Team/founders (C levels, experience, coachability and hiring plan). Stakeholder relations with investors and other partners.	Averaged Net Impact Ratio converted to impact score based on the products/services detailed by applicants ( <a href="#">Annex 3</a> ).	Overall merit of applicant and application fit to UAM Piazza Accelerator. Competitive and effective Pitch deck including mandatory sections: Problem, Solution, Value Proposition, Business Model, Market, Go To Market Strategy, Competition, Traction, Team.	<b>20</b>
<b>Score</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>5</b>	

Top 10 ranked START-UP applications will qualify to phase 3 – the live pitch. Once the two evaluators have concluded their assessment, a Consensus Meeting is organised: for each application a final



score will be decided, and a brief evaluation report will be produced. Applicants will be notified via e-mail about the outcome of the evaluation.

### Scoring criteria – 2<sup>nd</sup> Phase

Each criteria will be assessed according to the following scoring system:

Score	Description	
0	None	The information requested is missing or incomplete
1	Very poor	The information provided is considered irrelevant or inadequate compared to the specific information required for the block and/or call provisions
2	Poor	The information provided lacks relevant quality and contains significant weaknesses, compared to the specific block required information and/or call provisions
3	Fair	The overall information provided is adequate, however, some aspects are unclear or insufficiently detailed, compared to the specific block required information and/or call provisions
4	Good	The information provided is adequate with sufficiently outlined details, compared to the specific block required information and/or call provisions
5	Excellent	The information provided is outstanding in its details, clarity and coherence, compared to the specific block required information and/or call provisions

### 3<sup>rd</sup> phase – Live pitch

A minimum of 10 start-Ups will pitch their candidacy to join the accelerator to a **panel composed by at least 2 jury members** with same weighting of scores:

- A minimum of 1 internal expert evaluator – jury member.
- A minimum of 1 external expert evaluator – jury member.

Each evaluator will have to score each STARTUP application based on **two standardised criteria** for a maximum of 20 points: **Pitch** (10 points), **Overall fit to accelerator** (10 points). The average of all evaluators scores will give the total score for a given applicant.

	1. Pitch	2. Overall fit to accelerator	TOTAL
<b>Evaluation criteria</b>	Evaluation of pitch deck clarity on: <ul style="list-style-type: none"> <li>- Founding team</li> <li>- Problem – solution fit</li> <li>- Innovativeness</li> <li>- Market validation</li> </ul> - Business model, pricing and go-to-market strategy <ul style="list-style-type: none"> <li>- Partners and traction</li> <li>- Competition and USP</li> <li>- Financial projections (3-5 years)               <ul style="list-style-type: none"> <li>- Funding needs</li> <li>- Impact, SDG and KPIs</li> </ul> </li> </ul>	Merits and fit of start-up to the accelerator call	20
<b>Score</b>	10	10	

The format of the live pitch will be 5 minutes presentation by the START-UP and 10 minutes questions from the jury panel. Once the jury members have concluded their assessment, a Consensus Meeting is organised: for each application a final score will be decided, and a final evaluation report will be produced.

The total score of phase 2 will be added to the total score of phase 3. Top 6 ranked START-UP applications will be conditionally accepted<sup>2</sup> to join the UAM Piazza Accelerator. If conditions are met, the START-UP will be granted the support service package. Applicants will be notified via e-mail about the outcome of the evaluation.

### Scoring criteria – 3<sup>rd</sup> phase

Each criterion will be assessed according to the following scoring system:

Score	Description	
0	None	The information requested is missing or incomplete
2	Very poor	The information provided is considered irrelevant or inadequate compared to the specific information required for the block and/or call provisions
4	Poor	The information provided lacks relevant quality and contains significant weaknesses, compared to the specific block required information and/or call provisions
6	Fair	The overall information provided is adequate, however, some aspects are unclearly or insufficiently detailed, compared to the specific block required information and/or call provisions
8	Good	The information provided is adequate with sufficiently outlined details, compared to the specific block required information and/or call provisions
10	Excellent	The information provided is outstanding in its details, clarity and coherence, compared to the specific block required information and/or call provisions

## 8. COMMUNICATION OF RESULTS

Results will be communicated to the email of the startups representative registered at the AwardForce platform. *Note: Please, check your junk folder too!*

- Phase 1 results will be communicated with a rejection letter to non-qualified applicants.
- Phase 2 results will be communicated with a rejection letter and a brief evaluation report to non-qualified applicants; and an invitation to the live pitch for the qualified applicants;
- Phase 3 results will be communicated with a rejection letter and a final evaluation report to non-qualified applicants; and an announcement letter and a final evaluation report to selected start-ups.

The start-up point of contact of any application deemed inadmissible/ineligible who disputes the

<sup>2</sup> Refer to [ACTIVITIES IMPLEMENTATION AND FINANCIAL ASPECTS](#).

ineligibility decision, may appeal. This appeal must be sent to [Camilla.Wikstrom@Toulouse-Metropole.fr](mailto:Camilla.Wikstrom@Toulouse-Metropole.fr) within 5 calendar days from the official notification of ineligibility, by identifying and describing the factual errors that according to the applicant invalidate the decision. A final decision on the appeal is taken by the Accelerator consortium.

## 9. ACTIVITIES IMPLEMENTATION AND FINANCIAL ASPECTS

Selected startups will have to diligently collaborate to:

- Provide the registration certificate (mandatory to provide at the latest 5 calendar days after the selected start-up receives notification of conditional acceptance).
- Sign the legal agreement with their Accelerator (mandatory to provide when an applicant has been conditionally accepted and before the UAM Plaza Accelerator starting date);
- Include on the webpage of their organisation a clear reference to EIT UM and to the accelerator programme UAM Plaza Accelerator (mandatory to provide when an applicant has been conditionally accepted and before the UAM Plaza Accelerator starting date);
- Drawing-up UAM Plaza Accelerator documentation for reporting purposes towards EIT;
- Complete and submit in due time the monitoring survey/s which will be provided by the Accelerators.
- Actively promote the participation at **UAM Plaza Accelerator** to reach public audience.

After the evaluation and selection process, **UAM Plaza Accelerator** will grant each selected start-up with a fixed lump sum of 2,500 €. This amount is meant to cover the travel, accommodation, and subsistence costs<sup>3</sup> of the representatives of the start-ups when attending Accelerators and EIT UM events during 2024 (see [Annex 2](#)).

## 10. SUPPORT AND CONTACT

For any questions regarding the **UAM Plaza Accelerator** you can contact [Camilla.Wikstrom@Toulouse-Metropole.fr](mailto:Camilla.Wikstrom@Toulouse-Metropole.fr)

For any questions regarding **EIT Urban Mobility/ Impact Ventures** you can contact [impact.ventures@eiturbanmobility.eu](mailto:impact.ventures@eiturbanmobility.eu)

For any questions regarding AwardsForce **PLATFORM**, please use the chat function <https://eiturbanmobility.awardsplatform.com/>

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<sup>3</sup> According to the conditions established in the *Eligibility of expenditures* document.

## ANNEX 1 - Application form, sections and required information

Here is a detail on the different sections and compulsory information requested to all applicants:

Business - General information	
Item	Description
<b>Company</b>	Enter the registered name for the company.
<b>Contact Person</b> (name and surname)	Enter the name and surname of the start-up representative as main point of contact.
<b>Contact person e-mail</b>	Enter start-up representative email contact for official communications.
<b>Phone number</b>	Enter the phone number of the contact person.
<b>VAT number</b>	Provide your company value added tax identification number.
<b>Company Registration Number</b>	Provide your Company Registration Number (CRN) as the unique national identifier (combination of numbers, at times of numbers and letters) to verify the legal existence as an incorporated entity. The CRN can be found on the Certificate of Incorporation, on all official documentation received from the issuing entity or on the excerpts of the register.
<i>PIC ID optional</i>	<i>If your organisation is registered at at the EC Funding &amp; Tenders portal, please provide the 9-digit Participant Identification Code (PIC).</i>
<b>Company incorporation date</b>	Indicate the incorporation date of your start-up.
<i>Note on eligibility criteria for Market Readiness Accelerators: Company incorporation date posterior to 31/12/2013.</i>	
<b>Incorporation country</b>	Applicants are required to be incorporated in one of the EU Member States or HE Associated countries. List of EU Member States: <a href="https://europa.eu/european-union/about-eu/countries_en">https://europa.eu/european-union/about-eu/countries_en</a> List of countries associated to the Horizon Europe: <a href="https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/common/guidance/list-3rd-country-participation_horizon-euratom_en.pdf">https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/common/guidance/list-3rd-country-participation_horizon-euratom_en.pdf</a> ELIGIBILITY CRITERIA: Company incorporated in EU or EU associated countries according to the official list of countries by the European Union and third countries associated to Horizon Europe. The registration certificate will be required to participate in the programme.
<b>Company URL</b>	Provide the main website address for your company.
<i>Other relevant company websites/social media channel optional</i>	Provide the company's LinkedIn profile or any other official channel used for marketing and communication.
<b>Company pre-money valuation</b> (in €)	Please provide the latest verifiable company valuation. If you are not in possession of an official company verifiable valuation resulting from previous fundraising or programme participation, you can provide a calculated pre-money valuation based on one of the widely accessible,

	<p>accredited methodologies, e.g. Discounted Cash Flow (DCF), Berkus Approach; or benchmark your business against the existing market.</p> <p>If you do not have any verifiable or calculated pre-money valuation, fill in with a “0”.</p>
<b>What is your current funding/company stage?</b>	In case your company is not fundraising, please provide information on the last closed round indicating the growth stage of the company.
<b>Next funding round target (in €)</b>	Please indicate your next funding round target.
<b>EISMEA support</b>	Has the company received EISMEA support (via EIC programmes or Interregional Innovation Investment Instrument)? Select one option: Yes/No.
<b>Participation in previous EIT UM programmes</b>	In which EIT urban Mobility Programme have you participated? Accelerator Programmes (2020 – 2023); Scale-Up Programme (2020 – 2023); Investment Readiness Programme (2022 – 2023); Other EIT UM programmes; None of the above.
<b>EIT UM equity start-up</b>	Checkbox: Is your company an EIT UM equity portfolio start-up?
<b>Have you applied / will you apply to another thematic Market Readiness Accelerator?</b>	Inclusive Mobility (Better Mobility Accelerator); Smart Mobility (DMS Accelerator); Future Mobility (Accelerate2MOVE); Urban Air Mobility Plaza Accelerator; Sustainable Mobility; No, I have not apply and do not intend to apply to another thematic Market Readiness Accelerator. ELIGIBILITY CRITERIA: Maximum 2 applications per start-up to any 2 thematic Market Readiness Accelerators.
<b>Priority optional</b>	Select the priority of the current application.
<b>Growth Lab <a href="https://growthlab.eitum.eu/">https://growthlab.eitum.eu/</a></b>	Checkbox: I am registerd at the Growth Lab. ELIGIBILITY CRITERIA: START-UP must be registered at the Growth Lab. The GrowthLab is the largest community for mobility entrepreneurs powered by EIT UM.

Excellence / Innovation		
Item	Description	MAX Score
Describe what your company does	Be clear and concise. This is how you catch our attention.	5
What problem do you solve?	Describe the problem concisely answering the following questions. Is the problem addressed real/measurable? Which bottlenecks/challenges/needs were you able to recognize? How did you validate your market research?"	
What is your solution?	Provide a concise description.	
Who are your customer groups?	Provide a list of customer groups or a concise description.	
Who are the end users?	Provide a list of end users or concise description.	
Who are your main competitors?	Name your main three competitors.	
How is your product /service different from existing solutions? What is your USP?	Provide a concise description.	
Why are you applying to this programme?	Describe why joining this EIT Urban Mobility programme is an opportunity for your company.	

Team / Structure		
Item	Description	MAX Score
How many FTE (full time equivalent) work for your company including the founders?	Please count both FTEs and team members involved in the start-up, including part-time commitment (e.g., 0.5 FTE). FTEs are not necessarily connected to monetary compensation.	5
<i>Note on eligibility criteria for Market Readiness Accelerators: a team with at least 2 Full Time Employees (FTEs). Not a single founder.</i>		
Team composition (Co-Founders, C-Levels and other relevant leading positions)	Please identify and assign the following competences within the team: tech. / product development, sales / marketing, fundraising / contact with investors.  Provide the name, surname, role, gender and linkedin profile of founders and C-Level positions. If relevant for your company, please also include other leading positions such as spokespersons, advisors, business developers...	
Do founders and employees (e.g. ESOP*) own more than 50% of shares?	Do founders and employees own more than 50% of shares? Select one option: Yes/No. <i>*Employee Stock Ownership Plan: Financial compensation tool for employees which are offered stock options of the company they work for.</i>	

<i>List all your shareholders (including founders, employees and investors) of the company that own at least 5% equity including their title and percentage: (optional)</i>	Provide Shareholder name, title and % of equity.	
Do non-EU shareholders own more than 10% of the company?	Please indicate if there are more than 10% of your shares held by non-EU shareholders.	
What is your team best at?	Provide a concise description.	
What is your team missing?	Provide a concise description.	

Impact		
Item	Description	MAX Score
Which products and/or services does your company offer?	Based on the products/services selected by each applicant, an averaged Net Impact Ratio will be automatically calculated. The aggregated Net Impact Ratio is then automatically converted to a score based on the <a href="#">Scoring Criteria – 2<sup>nd</sup> Phase</a> . Further information about the impact section approach and scoring system is described at <a href="#">Annex 3</a> of the Guide for Applicants.	5
<i>If not listed above, indicate your main product or service that your company offers (optional)</i>	Name your main product or service that your company offers in 10 words max.	

Implementation and overall merit		
Item	Description	MAX Score
Pitch Deck	Pitch Decks are expected to cover the following content: <ul style="list-style-type: none"> <li>- The <b>problem</b> you are solving (and for whom).</li> <li>- Your <b>innovative solution</b> (ideally with evidence of product-market-fit), its degree of innovativeness and stage of development (MVP, prototype, product launched).</li> <li>- Your <b>market</b> opportunity: market size, potential and scalability of your solution.</li> <li>- <b>Business model, pricing and go-to-market strategy</b>.</li> <li>- <b>Partners and traction</b>.</li> <li>- <b>Competition and USP</b> (including IP &amp; patents if any).</li> <li>- <b>Financial projections</b> (3-5 years).</li> </ul>	5

	<ul style="list-style-type: none"> <li>- <b>Funding</b> received, funding needs and use of funds.</li> <li>- <b>Motivation</b> and <b>fit</b> with the programme.</li> <li>- <b>Impact / SDG / KPIs.</b> Describe how you provide impact (environmental, societal and economic), which areas of the business are associated with the Sustainable Development Goals (List and elaborated description of SDGs: <a href="https://ec.europa.eu/international-partnerships/sustainable-development-goals_enSDGs">https://ec.europa.eu/international-partnerships/sustainable-development-goals_enSDGs</a>) and which impact KPIs do you take into consideration, if any.</li> <li>- <b>Team.</b></li> </ul> <p>Only in PDF format. Max. 15 slides.</p>	
<p><b>Any other material (one-pager, videos about team, product or service...)</b> <i>Optional</i></p>	<p><i>If needed, use this field to attach relevant information and documents to fully evaluate your start-up / application.</i></p>	

Final Submission				
Checkbox: My application is complete. By submitting I acknowledge that the information provided is trustworthy.				
Checkbox: I accept to be contacted at the email and telephone number (when provided) included at my application form.				
Checkbox: I accept to share the information included at the application form with EIT UM and consortium partners responsible for the programme for the sole purpose of evaluating my candidacy to the present call.				
Feedback: The information about the programme provided at the webpage, guide for applicants and info days is:				
5 – Very clear and complete	4	3	2	1 - Vague and insufficient
Feedback: The application process is:				
5 - Simple to follow and information is well contextualised	4	3	2	1 - Tedious and ambiguous
Feedback: How did you know about this programme?				
<ul style="list-style-type: none"> <li>- Personal contact</li> <li>- Mailing / Newsletter</li> <li>- Social media post</li> <li>- Event, exhibition or fair</li> <li>- Previous applicant of EIT Urban Mobility programmes</li> <li>- RIS (Regional Innovation Scheme) contact</li> <li>- Other</li> </ul>				
Is there anything else you want to tell us?				



## ANNEX 2 – Document template for lump sum contribution of 2,500€

### Impact Ventures: Accelerators support to selected start-ups

#### Type of Activity

Accelerator Programmes provide support for innovative mobility solutions by nurturing start-ups. These include, among other support services, business coaching, mentoring by industry experts as well as urban mobility specific expertise such as technology or market validation, product-market fit or market entry. Accelerators will nurture start-ups from the various EIT Urban Mobility programmes as well as other promising start-ups from the EU and Third countries associated to Horizon Europe.

The Accelerators perform a scouting service for EIT Urban Mobility in identifying, evaluating, and selecting the most promising start-ups to be involved in the Accelerator's activities.

For start-ups, the benefits of being selected in the given Accelerator comprise:

- Mentoring and coaching, technology development, product-market fit, business model fine-tuning and other valuable acceleration services;
- Financial support for attending the Accelerator's and EIT UM events (including bilateral meetings).

Further details about the description of the programme and offering are included in section 1. STRATEGIC FOCUS.

#### Grant amount and types of expenses

After the evaluation and selection process, Accelerators will grant each selected start-up with a fixed lump sum of 2,500 €. This amount is meant to cover the cost of the human resources (daily rate), travel, accommodation, and subsistence costs of the representatives of the start-ups when attending a minimum of two Accelerators and EIT UM events (including bilateral meetings) during the period 01.05.2024-31.12.2024.

#### Requirements for awarding the grant

- The start-up should be successfully selected by the Accelerator in an open call;
- The start-up must commit to take part in the Accelerator actions to justify the lump sum.

#### Payment process

Once the start-up is successfully selected by the Accelerator open call, an agreement will be signed between the accelerator consortium partner managing the financial contribution and the start-up. The Lump Sum will be transferred to the start-up by the Accelerator consortium partner managing the financial contribution after the signature of the agreement.

#### Supporting documentation

As there is no financial reporting, there are no financial checks, reviews or audits related to actual costs and the resources used. We do not impose any obligation to keep financial records in lump sum grants. Please note that participating start-ups will have to comply with record-keeping obligations outside the agreement signed with the Accelerators, e.g. under national law or internal procedures.

Controls will focus on the proper attendance of the start-up at the events/meetings organised by the Accelerators and EIT UM during the duration of the Accelerator programme. To prove the attendance at the event/meeting, the following evidence will need to be provided:

- copy of the list of attendance provided by the Accelerator, in case of online meetings;
- signed participants list provided by the Accelerator, in case of physical meetings.

### ANNEX 3 – Impact section and evaluation criteria

EIT UM has defined a process to objectivise the assessment of impact at the online evaluation stage (phase 2) for companies applying to the following programmes:

- Market Readiness Accelerators:
  - o Smart Mobility – DMS Consortium Accelerator;
  - o Future Mobility – Accelerate2MOVE;
  - o Inclusive Mobility – Better Mobility Accelerator;
  - o Sustainable Cities and Clean Mobility;
  - o UAM Piazza Accelerator.
- ScaleUp Programme.

The process is based on [Upright Project](#) approach to quantify the **net impact** of companies’ core business. Each product/service has a Net Impact Ratio defined by four dimensions (society, knowledge, health and environment) and a total of 19 subcategories following [Upright net impact framework](#).

EIT UM retrieved a list of 208 products/services directly or indirectly related to mobility, with Net Impact Ratios ranging from -156% to +78%. Data was retrieved on January 10<sup>th</sup> 2024 and will remain static for the whole selection process of the present call.

Based on the products/services selected by each applicant, an averaged Net Impact Ratio will be automatically calculated. If the main product/service from the company is not listed, applicants will write down the product/service and a Net Impact Score will be calculated following the same approach.

The averaged Net Impact Ratio is then automatically converted to a score based on the Scoring Criteria – 2nd Phase. Averaged Net Impact Ratios are linearly and directly converted to Impact scores as detailed in the following table:

Averaged Net Impact Ratio (%)	Impact Score – 2nd Phase online evaluations
averaged NIR <= 0	0
0 < averaged NIR <= +15	1
+15 < averaged NIR <= +30	2
+30 < averaged NIR <= +45	3
+45 < averaged NIR <= +60	4
+60 < averaged NIR	5

Online evaluators (phase 2) will receive the following data:

- Products/services selected by each applicant;
- Averaged Net Impact Ratio (automatically calculated);
- Impact Score (automatically calculated).

There will be at least one training for online evaluators which will deep dive into EIT UM process to objectivise the assessment of impact at the online evaluation stage.

The full list of 208 products/services directly or indirectly related to mobility are listed below:

0	No fit of product/service on the provided list
1	Electric bicycle charging point software
2	Waste data analytics and optimisation software

3	Open access waste data analytics and optimisation software
4	Bicycle-sharing services engineering
5	Battery upcycling services
6	Electric vehicle charging point software
7	Refurbished electric bicycles
8	Autonomous electric ferries
9	Autonomy software for autonomous electric ferries
10	Manned electric ferries
11	Trash sensors
12	Truck fleet usage optimisation software
13	Electric vehicle smart charging software
14	Mobility monitoring and analysis software for bicycles
15	Electric vehicle fleet charging optimisation software
16	Electric scooter charging point software
17	Electric bicycle charging equipment
18	Bicycle repair and maintenance
19	Electric bicycle charging services
20	Electric vehicle charging infrastructure engineering
21	Real time information software for bicycle-sharing services
22	Application programming interface for electric vehicle fleet management software
23	Route optimization software for micromobility sharing services
24	Route optimization software for last mile freight delivery services using electric vehicles
25	Transport planning software
26	Slow AC charging stations for electric vehicles
27	Fast AC charging stations for electric vehicles
28	Traffic management software
29	Carbon footprint calculation applications
30	Long-haul train booking sites and applications
31	Leasing of electric vehicle charging equipment
32	Electric vehicle charging equipment
33	Public transportation optimisation software
34	City planning software
35	Car-sharing services engineering
36	Electric cargo bicycle rental
37	Electric scooter charging equipment
38	GHG emissions monitoring software for the waste management industry
39	Bicycle leasing
40	Traffic system planning software for bicycle-sharing services
41	Transport planning software for student transportation
42	Digital marketplace for installation of electric vehicle charging stations
43	Smart electricity grid software
44	Scooter-sharing services engineering

45	Last mile freight delivery services using electric bicycles
46	Electric motors for conventional bicycles
47	Traffic accident analysis software
48	Traffic analysis software for urban planning
49	Mobility-as-a-service software for electric bicycle rentals
50	Electric passenger car leasing
51	Electric bicycle rentals
52	Long-haul bus booking sites and applications
53	Construction quality assurance software
54	Conductive rail charging equipment for electric vehicles
55	Real time information software for car-sharing services
56	Digital marketplace for installation of solar panels
57	Electric bicycle leasing
58	Route optimization software for student transportation
59	GHG emissions monitoring software for cities
60	Digital marketplace for electric vehicle charging equipment
61	Electric scooter charging services
62	Delivery services engineering
63	Parking area design engineering
64	Multispectral cameras for autonomous electric trucks
65	Supply chain optimisation software for the construction industry
66	Package delivery services by electric vehicles
67	Traffic system planning software for car-sharing services
68	Application programming interface for mobility-as-a-service software
69	Electric vehicle charging platforms
70	Parcel locker operation services
71	Mobility-as-a-service software for bicycle rentals
72	Traffic management software for electric scooters
73	Audio augmented reality navigation software
74	Multispectral cameras for autonomous electric passenger cars
75	Real time information software for scooter-sharing services
76	Real time information software for urban electric train transport
77	Electric scooters for last mile freight delivery
78	Leasing of electric light commercial vehicles
79	IoT management software
80	Power management software for electric vehicle charging
81	Rental marketplaces for offices
82	Digital marketplace for solar panels
83	Car-sharing services
84	Electric skateboards
85	City air quality monitoring equipment
86	Mobility-as-a-service software for electric passenger car rentals

87	Walking Challenge Applications
88	Fine particle measurement sensors
89	Temperature measurement equipment for road traffic
90	Wind measurement equipment for road traffic
91	Fleet monitoring software for electric vehicles
92	Carbon footprint calculation applications for urban transport services
93	Mobility-as-a-service software for electric motorcycle rentals
94	Task management software for urban transport services
95	GHG emissions monitoring software for the construction industry
96	Location based real estate assessment software
97	Map and location software for bicycle parking
98	Route optimization software
99	Real time information software for urban bus transport
100	Solar panels for pedestrian walkways
101	Traffic system planning software for scooter-sharing services
102	Mobility-as-a-service software for electric scooter rentals
103	Humidity measurement equipment for road traffic
104	Precipitation measurement equipment for road traffic
105	3d modelling software for city planning
106	Rental marketplaces for restaurants
107	Image recognition software for process resource efficiency engineering
108	Mobility monitoring and analysis software for mobility platforms
109	Ride sharing for student transportation
110	Document management software
111	Mobility monitoring and analysis software for sustainability services
112	Parcel locker management software
113	3d modelling software for city modelling
114	3d modelling software for geospatial analysis
115	Training data sets for autonomous vehicle testing
116	Map and location software
117	Route optimization software
118	Mobility monitoring and analysis software
119	Video content analysis software for process resource efficiency engineering
120	3d vision sensors for electric scooters
121	Real time information software for taxi services
122	GHG emissions monitoring software for the transportation industry
123	Digital marketplace for electric light commercial vehicles
124	Road freight management software
125	Real time information software for ride-hailing services
126	Mobility-as-a-service software for electric scooters renting
127	Carbon dioxide sensors for city emissions monitoring
128	Software testing tools for advanced driver assistance software

129	Bicycle parking services
130	Computer vision traffic management software
131	3d modelling software for property condition assessment
132	Methane sensors for city emissions monitoring
133	Mobility monitoring and analysis software for the insurance industry
134	Dual fuel retrofit systems for locomotives
135	3d modelling software for building modelling
136	No-code platform for connected mobility applications
137	Electric vehicle retrofitting services
138	Logistics management software for the construction industry
139	Carbon dioxide sensors for marine emissions monitoring
140	Computer vision software for city planning
141	Radar sensors for autonomous vehicle testing
142	Road condition analysis software
143	Driving simulation software for agricultural tractors
144	Digital marketplace for electric passenger cars
145	360-degree cameras for city modelling
146	Image recognition software for product quality testing
147	Mobile wallets for urban transport services
148	Electric scooter fleet management software for cities
149	Computer vision software for road traffic controlling
150	Methane sensors for marine emissions monitoring
151	Traffic management software for autonomous road vehicles
152	Carbon dioxide sensors for industrial emissions monitoring
153	Road freight management software for the construction industry
154	Video content analysis software for product quality testing
155	Online retail of bicycle parts
156	Mobility-as-a-service software for taxi services
157	360-degree cameras for geospatial analysis
158	360-degree cameras for city planning
159	Logistics management software
160	Retail space rental platform
161	3d modelling software for construction of buildings
162	Mobility-as-a-service software
163	Warehouse management software
164	Safety engineering for road transport
165	Route optimization software for last mile freight delivery services
166	Driving simulation software for autonomous road vehicles
167	Methane sensors for industrial emissions monitoring
168	360-degree cameras for building modelling
169	Air traffic control software
170	Driving simulation software for warehouse robots

171	GHG emissions monitoring software for the forestry industry
172	Business trip management software
173	Map and location software for last mile freight delivery services
174	Solar panels for urban roads
175	Logistics management software for last mile freight delivery services
176	Air freight management software
177	Bluetooth positioning software for road vehicle active safety systems
178	Wi-fi positioning software for road vehicle active safety systems
179	Lidar systems for autonomous vehicles
180	Route optimization software for truck freight transport services
181	Application programming interface for vehicle tracking devices
182	Inventory management software for urban transport services
183	360-degree cameras for infrastructure inspection
184	Radio frequency detectors for road vehicle active safety systems
185	Multispectral cameras for civilian drones
186	Vehicle tracking devices for electric vehicles
187	Radar sensors for advanced driver assistance software
188	Road vehicle speed limiting software
189	Lidar systems for industrial robots
190	No-code platform for applications used in road vehicles
191	Multispectral cameras for industrial automation control systems
192	Peer-to-peer boat-ride-sharing services
193	Traffic system planning software for motorcycle-sharing services
194	Drones for 3d modelling of buildings
195	Intelligent transportation system software
196	Mobility-as-a-service software for boat taxi services
197	Mobile device charging equipment
198	Online retail of synthetic fibre sports coats
199	Modular steel-structure buildings for bicycle parking
200	Thermographic cameras for autonomous vehicle testing
201	Electric scooter parking services
202	Thermographic cameras for advanced driver assistance software
203	Parking management software
204	Modular steel-structure buildings for car parking
205	Driving simulation software for mining machinery
206	Parking space finding and reservation software
207	Driving simulation software for military vehicles
208	Motorcycle-sharing services